



MOOSE HIDE
CAMPAIGN
—
CAMPAGNE
MOOSE HIDE

DONOR TOOLKIT



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THANK YOU FOR JOINING US!

Dear Friends,

Thank you for standing with us. The Moose Hide Campaign is rooted in love, but it is also a call to action. Every day, too many women and children face violence. This must change and together, we are making that change possible.

When you wear and share a moose hide pin, when you host a fundraiser or spark a conversation, you are part of a powerful movement of healing and reconciliation. Your support saves lives, strengthens communities, and creates a safer future for generations to come.

This work takes courage, and we are so grateful to walk this path with you. Together, heart by heart and step by step, we will end violence.

With love and gratitude,
Raven Lacerte
Co-Founder & Executive Director



THE MOOSE HIDE CAMPAIGN

The Moose Hide Campaign is a powerful Indigenous-led grassroots movement to end violence against women, children, and all those along the gender continuum. What began in 2011 with a single moose hide, harvested in a traditional way by father and daughter Paul and Raven Lacerte, has grown into a national medicine movement rooted in love, healing, and reconciliation.

At the heart of the campaign is the moose hide pin — a small piece of hide, gifted as medicine and worn as a commitment to honour and protect women, children, and all those along the gender continuum. Independent research shows that each pin sparks at least five meaningful conversations about ending violence, creating ripples of awareness and change across the country.

Since its beginning, the campaign has:

- **Gifted more than 7.5 million pins**, sparking tens of millions of conversations.
- **Engaged hundreds of thousands of youth** and educators through age-appropriate resources about healthy relationships.
- **Brought together over 500,000 people** in shared ceremony and learning to stand side by side across cultures, generations, and communities in a powerful act of connection.

The Campaign is proof that when we walk together in ceremony, in conversation, in action, we weave a safer more compassionate future for all.



FREQUENTLY ASKED QUESTIONS

WHAT IS A MOOSE HIDE PIN?

A moose hide pin is a small sacred 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](#)



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.

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.

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 gender-based violence against women and children, donations are warmly welcomed in reciprocity to help sustain the campaign. A suggested donation of \$1 per pin covers our costs. \$2/pin means we can share another pin for each one you order.



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 14, 2026

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 Stewards 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.

WHAT IF I ENCOUNTER SOMEONE WHO NEEDS HELP?

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 7.5 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 national day of ceremony and learning embraced by over 500,000 Canadians. It is a day of Indigenous-led ceremony that every Canadian is invited to join and features workshops led by Knowledge Keepers from across the country.
- 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.

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.

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.



MARKETING & COMMUNICATION TOOLS



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](#).

moosehidetour.ca/SocialMediaGuide



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

DONATE QR CODE

Print the next page to make it easy for folks at your fundraiser or pin-sharing kiosk to make a gift

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.

\$1

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

Gifts 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.

\$500

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

\$1000

Provides 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



Your gift is medicine.

It inspires connection, heals communities, and breaks cycles of violence.

Thank you for being part of the healing circle.

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 ONLINE COURSE

[we are medicine](#) is an interactive journey guided by Indigenous Wisdom Carriers, designed to open hearts, deepen understanding, and inspire action to end violence. Through story, reflection, and engaging modules, it challenges assumptions, sparks empathy, and invites transformation.

This program is embraced by **individuals, schools, and organizations** who want to create safer, more respectful spaces. It has been praised for its powerful design and the way it helps participants connect both head and heart.

Participants share their experiences:

"This is a beautiful training with so much Indigenous knowledge. I feel so connected and grounded after completing it."

"It was an emotional journey full of reflection and love. The theme of connection sits very strong with me."

"Very well put together and easy to navigate – structured to promote the deep reflection needed to make the most of it."

Every registration directly supports the Moose Hide Campaign, helping us gift moose hide pins, share resources, and build safer communities across Canada.

READING

[Reclaiming Power and Place: The Final Report of the National Inquiry into Missing and Murdered Indigenous Women and Girls](#)

[It Starts with Me: Key Drivers and Ideas for Change](#)

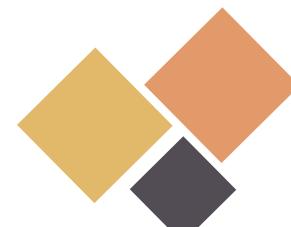
WEBINARS & VIDEOS

[Cultivating Safe Spaces](#) with Elaine Alec

[The Physical and Spiritual Benefits of Fasting](#) with Dr. Lee Brown

[Indigenous Families Talking about Intergenerational Affects](#) with Vince Kicknosway

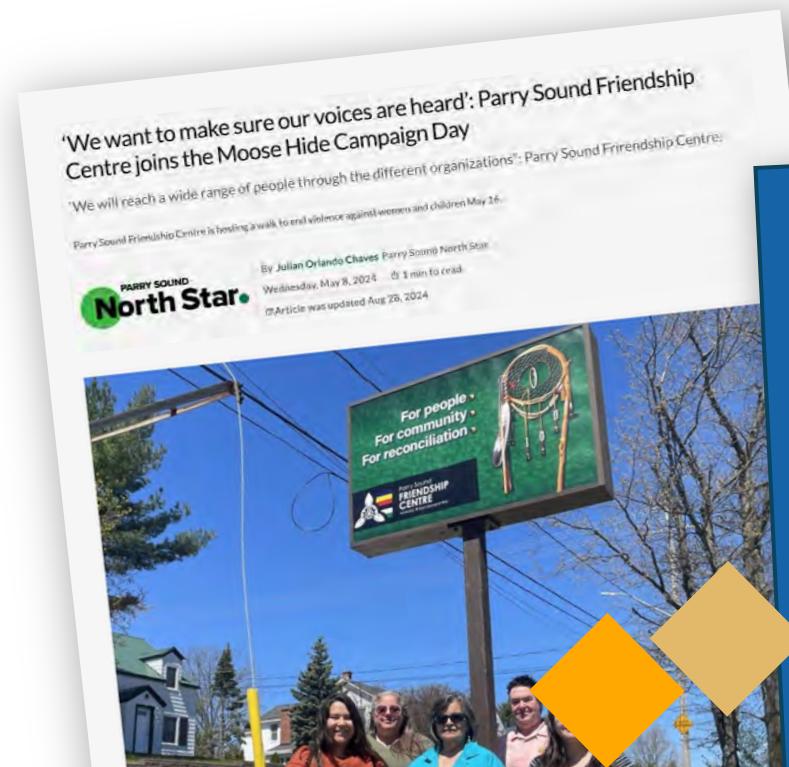
[Expanding on the Issue of Violence Against Women](#) with Verna McGregor



CONTACT US

Media Requests, please reach out to:
communications@moosehidetampaign.ca

Support with organizing community events, donating, or
sponsoring the Campaign, please reach out to:
outreach@Moosehidetampaign.ca



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

Globe & Mail

WOMEN ARE SACRED
HALF OF ALL CANADIAN WOMEN HAVE EXPERIENCED PHYSICAL OR SEXUAL VIOLENCE

MOOSE HIDE CAMPAIGN DAY TAKE ACTION ◆ MAY 16, 2024

Stand against gender-based violence in Canada

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

Share

NORTHERN ONTARIO News

Moose Hide campaign begins in Sault Ste. Marie

Mike McDonald
CTVNorthernOntario.ca Journalist

Follow Contact

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 ceremonies 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.

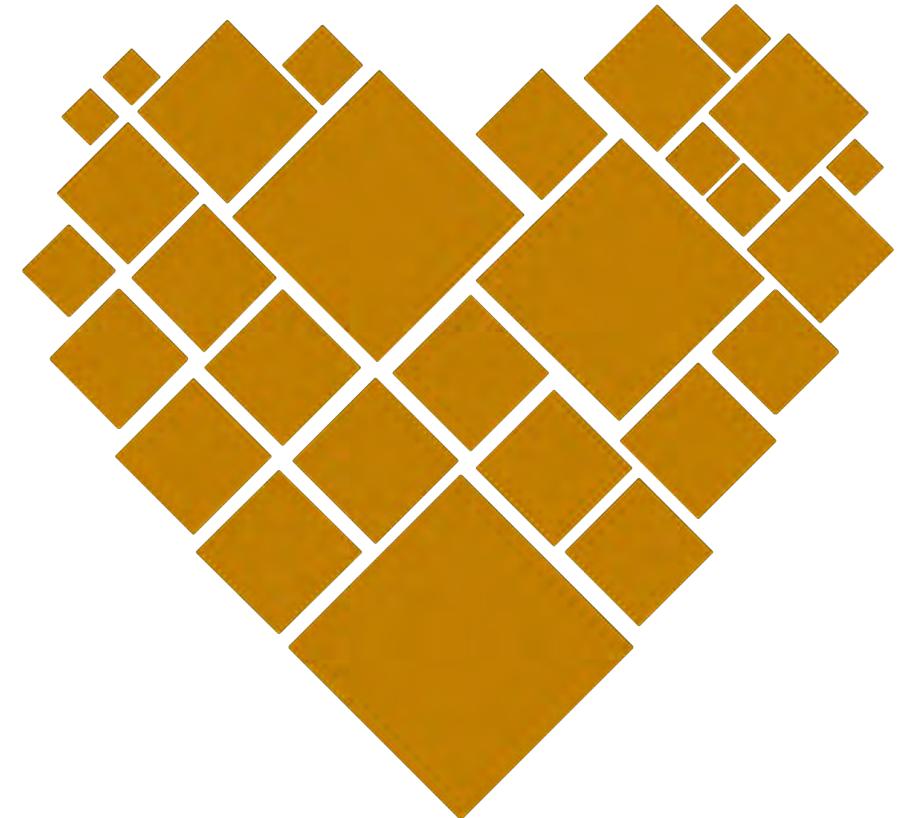
CBC KIDS NEWS

HOT TOPICS ▾ SEARCH 🔎 LIGHT ⚡

Stephanie McIvor, left, Davon McIvor, middle, attend the first Moose Hide Campaign Day event in Sault Ste. Marie, Ontario, with Amanda Rabski-McColl, right, on May 16. (Image credit: Lenard Monkman/CBC)

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 message 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.



SHARPENING COMMUNITY STRENGTH

KNIFEWEAR'S MONTH OF GIVING AND RECONCILIATION

In September, in recognition of the National Day for Truth and Reconciliation, Knifewear turned their craft into a force for healing. The team dedicated the entire month to a special fundraising drive, generously donating **50% of all knife sharpening proceeds** to the Moose Hide Campaign.

Their act of generosity didn't stop at financial contributions. Knifewear also gifted **moose hide pins** to their customers, creating conversations about ending gender-based violence and weaving a stronger sense of community. With each sharpened blade, they helped build what we call a **blanket of support** — a collective act of care, reconciliation, and action.

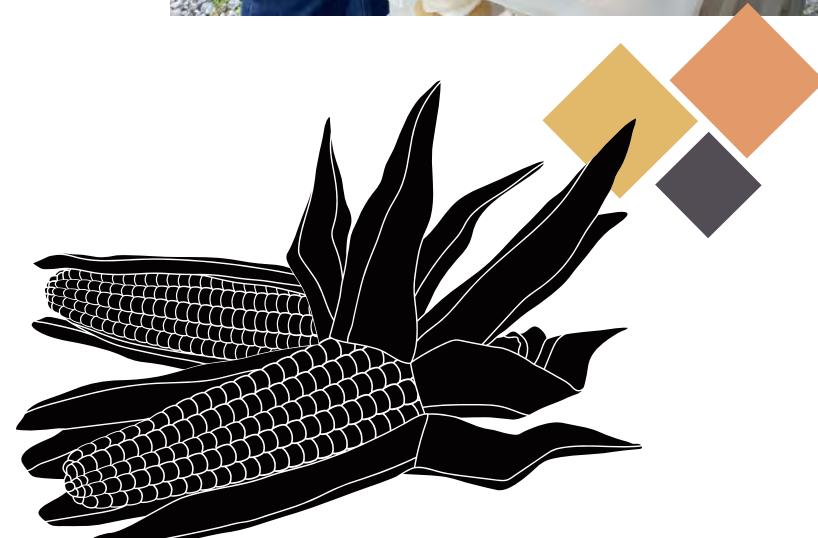
Knifewear's commitment shows the power of businesses standing alongside Indigenous-led movements, helping create safer, more equitable communities across Canada.



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.





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