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**Letter of Intent for Moose Hide Campaign Ambassador Campus**

April 15, 2021

To: Moose Hide Campaign Development Society

FROM: Bow Valley College

RE: Moose Hide Campaign Ambassador Campus at Bow Valley College

To whom it may concern,

Bow Valley College is pleased to express its support in becoming a Moose Hide Campaign Ambassador Campus. We have participated in the campaign in varying capacities over the past three years.

The Moose Hide Campaign serves an important need within our campus community and our larger off campus community within Traditional Treaty 7 Territory and across Canada. Violence against all women and children is a significant problem with many profound impacts on individuals, families, and communities.

We hope that participating in the Moose Hide Campaign will benefit members of our community on and off campus by encouraging and empowering people – particularly male identifying individuals – to promote awareness about the issue of violence against women and children, and by providing accessible avenues to stand up and take action in the effort to end violence.

Becoming an Ambassador Campus means that Bow Valley College is committed to learning and educating ourselves on this issue. In addition to this, it shows our commitment and accountability to standing up to and taking action towards ending violence against women and children.

Through our role as an Ambassador Campus, we hope to create and support communities of care and respect on and off our campus where all members of our College community can learn, work and engage in an environment where they are seen, heard, respected and cared for.

Increasing awareness of the reality and impacts of gender-based violence both on and off our campus is vital in creating discussion and action. By making efforts to bring awareness and change to the issue of gender-based violence, we must also strive to acknowledge the intersections it has with racism, sexism, colonialism, heterosexism, and patriarchy. Gender-based violence ultimately harms and impacts all of us and we want to encourage our community members to know that they each have the ability to create and contribute to change through efforts both big and small.

Bow Valley College has participated in Moose Hide Campaign events in past years by promoting awareness of the campaign, distributing pins, and encouraging pledges. Back in 2018, in alignment with Family Violence Prevention Month in Alberta, the College hosted a panel discussion where indigenous and non-indigenous male identifying leaders spoke about gender roles and gender-based violence.

Going forward, Bow Valley College hopes to renew this commitment and collaboration with the Moose Hide Campaign. We hope to do this in a collaborative effort with members across our campus and in our community. This will include participating in the National Campaign Day each year. We started this off by

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promoting and participating in the February 2021 National Campaign Day, encouraging the wearing of pins, pledging, and attendance and discussion at the virtual live stream gathering.

Going forward we hope to promote creating spaces on campus where members of our community feel connected and supported and have the opportunity to learn. Every year during the month of March, the College builds connection and learning through Indigenous Awareness Month. In addition to this, we recognize Sexual Violence Awareness Month every May in which we promote awareness of the issue of gender-based violence and engage our community members in discussion about prevention and support. Through these efforts, Bow Valley College collaborates with neighbouring post-secondaries (Mount Royal University and the University of Calgary) to promote awareness and stand in solidarity to address the issue of gender-based and sexual violence. In May 2021, we will be collaborating with the theme of Creating Communities of Caring to support respectful and safe campus communities. During this month we also plan to recognize May 5, the National Day of Awareness for MMIWG, and begin on a journey of exploration into how this work can go beyond simply building awareness and enter into genuine and relationships with community members and partners across our campus to engage in collaborative dialogue and movement towards actions that align with the 94 Calls to Action from the Truth and Reconciliation Commission of Canada, the United National Declaration on the Rights of Indigenous Peoples, and the National Inquiry into Missing and Murdered Indigenous Women and Girls Final Report Calls to Justice to support our efforts to end violence against women, children and 2SLGBTQQIA folks. Through this process, the College will promote awareness of the Moose Hide Campaign

Outcomes we hope to have from these various efforts are for our community members to have an understanding, recognition, and confidence in wearing and talking about the pins, and the purpose behind the campaign. We further hope to have increased knowledge and understanding of available resources and supports for those who may be impacted by gender-based violence and how to support someone who has. In addition to these we hope to create spaces that support community connection, safety, respect.

We will continue to show our commitment to stand with the Moose Hide Campaign as it has proven to be a valuable, practical, and effective way for our organization and members of our community to get involved in and strengthen the movement to end violence against women and children. We look forward to completing the *Annual Action Inventory* for the *Ambassador Campus Initiative* and joining post-secondary campuses all across Canada in taking a stand to end violence.

We commit to standing up against violence towards women and children within our institution and in Canada.

Please don't hesitate to contact me if you have any questions.

Kind Regards,

Erin Kordich (she/her)  
Sexual Violence Response Advisor  
Learner Success Services, Bow Valley College  
[ekordich@bowvalleycollege.ca](mailto:ekordich@bowvalleycollege.ca) 587-393-3124