

January 10, 2022

Moose Hide Campaign Development Society
209-1100 Admirals Rd
Victoria, BC V9A 2P6

To whom it may concern,

RE: Letter of Intent - Moose Hide Campaign Ambassador Campus at MacEwan University

MacEwan University is pleased to express its commitment to becoming a Moose Hide Campaign Ambassador Campus. MacEwan University has distributed Moose Hide pins and raised awareness about the campaign since 2017, and we look forward to strengthening our collaboration as part of the Ambassador Campus initiative.

The Moose Hide Campaign serves an important need in our campus community, across the Edmonton and Treaty 6 communities, and across Canada, because violence against all women and children is a significant problem with profound impacts.

Participating in the Moose Hide Campaign's Campus Ambassador initiative will benefit our campus community and the individuals and communities we serve by encouraging and empowering people – particularly men and boys – to discuss violence against women and children, and by providing accessible avenues to stand up and take action in the effort to end violence.

As part of our involvement in the Moose Hide Campaign, we will continue to create teaching opportunities with community members, Elders, and Knowledge Keepers on the topics of traditional roles for men and women, healthy lifestyles, and awareness around Missing and Murdered Indigenous Women, Girls, and 2-Spirit (MMIWG2S). Additionally, we will host a campus-wide pledge drive and education campaign for our community to stand up in support of ending violence against all women and children. Finally, we plan to host an event during MacEwan's Healthy Relationships Week, highlighting healthy masculinities and healthy relationships from an Indigenous worldview.

We hope you will accept this letter of intent as a sign of our commitment to support 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 in Canada. 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.

With respect,



Tim Tang
Associate Vice-President, Students



Terri Suntjens
Director, Indigenous Initiatives