

February 21, 2021

Moose Hide Campaign Development Society  
209 – 1100 Admirals Road  
Victoria, BC  
V9A 2P6

To whom it may concern:

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

The University of Northern British Columbia (UNBC) is pleased to express its support in becoming a Moose Hide Campaign Ambassador Campus. We have actively participated in the campaign a number of years and have been hosting large Moose Hide Campaign events and programming since 2018.

The Moose Hide Campaign serves an important need not only in the communities we serve, but all across Canada, as violence against all women and children is a significant problem with profound impacts.

As an institution, we are cognizant of our proximity to the Highway of Tears and take great responsibility in continuing to encourage and empower our students, faculty, staff and community members to discuss violence against women and children, and to provide accessible avenues to stand up and take action in the effort to end violence.

Participation in the Campaign is easy and accessible, with Moose Hide patches provided free of charge as well as education and outreach support from Campaign leaders. As part of our involvement in the Moose Hide Campaign, we have organized and hosted a number of events focused on raising awareness for the Moose Hide Campaign, including a Regional Gathering in 2020 which saw over 300 participants from across the region on campus partaking in a full day of speeches and workshops. While we cannot gather in the same way this year, we are still promoting the campaign through displays and pin distribution on campus and our social media outlets.

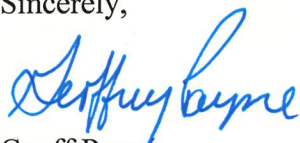
For the past three years, staff at UNBC's First Nations Centre have been instrumental in volunteering to organize for and support the campaign, and a number of our community members have also participated in the Day of Fasting in support of the campaign. In the past year alone, UNBC has received and distributed nearly 1,000 Moose Hide patches.

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 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.

Sincerely,



Geoff Payne  
President and Vice-Chancellor (Interim)