

April 25, 2022

Omar Karim
National Director, Post-Secondary Engagement & Initiatives
Moose Hide Campaign
209 – 1100 Admirals Road, Victoria, BC V9A 2P6

RE: University Canada West's participation in the Moose Hide Campaign

Dear Omar,

University Canada West (UCW) is pleased to join many other Canadian post-secondary institutions participating in the Moose Hide Campaign in an aim to become an ambassador campus. This year will be our first formal year participating in this important initiative, which reflects our enhanced commitment to Truth and Reconciliation. Last month we were honoured to host two pioneers in Truth and Reconciliation at our Vancouver House Campus for a special presentation: Phil Fontaine, former National Chief of the Assembly of First Nations, and Kathleen Mahoney, Professor of Law and the primary architect of the Truth and Reconciliation Commission of Canada.

UCW is eager to participate in the annual Moose Hide Campaign to promote dialogue and raise awareness of gender-based violence. We join together with Indigenous and non-Indigenous Canadians to stand up against gender-based violence, with an emphasis on teaching young boys and men the true meaning of love, respect and healthy relationships, in alignment with the Moose Hide Campaign's goals. By wearing moose hide pins, our faculty, staff and students choose to honour and protect the women and children in our lives, working to end injustice and gender-based violence as part of our actions toward reconciliation with Indigenous peoples.

We look forward to supporting the campaign through a number of meaningful and practical actions over the months and years to come. To begin with, we will be distributing pins on campus on the lead up to the National Campaign Day, encouraging our community to take the online pledge, and promoting the campaign through our social media channels. In addition, we are pleased to contribute \$5,000 to this worthy cause during our first year of participation.

We look forward to working with you and to becoming an ambassador campus. If you have any feedback or guidance to provide, do not hesitate to contact our Moose Hide Campaign lead, Graham Knipfel, Executive Director, Corporate Training & Social Responsibility, Global University Systems Canada at graham.knipfel@gus.global.

Sincerely,



Sheldon Levy
President & Vice-Chancellor, University Canada West

cc: Cyndi McLeod, CEO Global University Systems Canada