

Letter of Intent for Moose Hide Campaign Ambassador Campus

October 5, 2023

To: Moose Hide Campaign Development Society

From: Office of Indigenization, Justice Institute of British Columbia (JIBC)

RE: Moose Hide Campaign Ambassador Campus at JIBC

To whom it may concern,

Justice Institute of British Columbia (JIBC) is pleased to express its support in becoming a Moose Hide Campaign Ambassador Campus. We have participated in the campaign for the past 4 years.

The Moose Hide Campaign serves an important need at JIBC and all across Canada because violence against all women and children is a significant problem with profound impacts.

Participating in the Moose Hide Campaign has benefited our institution and the 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 have organized and hosted both in person and virtual events. JIBC has a dedicated webpage for the Moose Hide Campaign.

To date, we have distributed approximately 700 Moose Hide Pins.

As a post-secondary institution focused on justice and public safety, JIBC can play a vital role in raising awareness, educating, and helping stop gender-based violence. The students and recruits we educate and train can contribute to a safer and more just society.

We will continue to show our commitment to stand with the Moose Hide Campaign. Each year, awareness and education about the Moose Hide Campaign increases within the JIBC community. 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.

Regards,

Jason LaRochelle

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Director, Office of Indigenization

Justice Institute of British Columbia