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Letter of Intent for Moose Hide Campaign Ambassador Campus

1 May 2024

To: Moose Hide Campaign Development Society

FROM: Sprott Shaw College

RE: Moose Hide Campaign Ambassador Campus at Sprott Shaw College

To Whom It May Concern,

Sprott Shaw College is pleased to express its support in becoming a Moose Hide Campaign Ambassador Campus. We are new to Moose Hide Campaign and look forward to joining as a new Ambassador Campus this year.

The Moose Hide Campaign serves an important need in our college community as well as the communities of our 16 campuses and all across Canada because violence against all women and children is a significant problem with profound impacts. Unfortunately, some of our students and staff have had direct experience with gender-based violence and witness the harmful impacts on many client populations that we serve.

Participating in the Moose Hide Campaign has benefited the communities where we are located, our institution, and the individuals 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.

Participation in the Campaign has been 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 plan to organize and host a student conference around the topics of gender-based violence, trauma-informed care, and challenges in Indigenous communities. This student conference will be Sprott Shaw's first of its kind, and we are looking forward to an opportunity to connect all of our campuses and locations on this important topic. Each campus is also preparing their own activities and events as appropriate for their campus.

To date, approximately 500 members of Sprott Shaw College and the community we serve have participated in and benefited from the Moose Hide Campaign through the distribution of the patches. Our staff are passionate about supporting students or clients who may encounter gender-based violence themselves. Instructors teach students about the signs to look out for as well as related topics, including trauma-informed care and discrimination facing communities, such as

Indigenous communities. Sprott Shaw College has received and distributed 500 Moose Hide patches. We are also organizing a student conferencing feature student work that is related to gender-based violence.

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.

Best Regards,

I-Chant Chiang, PhD
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