

Letter of Intent for Moose Hide Campaign Ambassador Campus

To: Moose Hide Campaign Development Society

From: International Business University, Toronto, ON, CA M5S 2V1

RE: Moose Hide Campaign Ambassador Campus at International Business University

To whom it may concern.

International Business University is proud to express its support in becoming a Moose Hide Campaign Ambassador Campus. We have actively participated in the campaign for the past 01 year and remain committed to its mission.

The Moose Hide Campaign addresses a critical issue in our student community and across Canada—violence against women and children, which has profound and far-reaching consequences. By participating in this initiative, we empower individuals, especially men and boys, to engage in meaningful conversations and take action toward ending violence.

Our involvement in the campaign has positively impacted our institution and the individuals we serve. Through this initiative, we provide accessible opportunities for advocacy and education, fostering a culture of awareness and support. Participation is seamless, with free Moose Hide patches and educational resources readily available, alongside outreach support from campaign leaders.

As part of our commitment, we have organized and plan to host various events in support of the campaign, including webinars, Moose hide campaign day, and talking about women's empowerment. To date, approximately 10 members of our university community have actively participated, and we have distributed 150 Moose Hide patches to raise awareness and encourage engagement.

We remain dedicated to supporting the Moose Hide Campaign and strengthening the movement to end violence against women and children in Canada. As part of this commitment, we look forward to completing the Annual Action Inventory for the Ambassador Campus Initiative and joining other post-secondary institutions in taking a stand.

If you have any questions, please feel free to reach out.

Best Regards,



Swarna B. Saini

Registrar | Director Enrolment Services & Student Success
International Business University.