

FREQUENTLY ASKED QUESTIONS

WHAT IS A MOOSE HIDE PIN?

A moose hide pin is a small sacred piece of tanned moose hide (or vegan alternative) worn as a personal commitment to honour, respect, and protect the women and children in our lives and to work towards ending gender-based violence. It is a gift of traditional medicine which sparks conversation and raises awareness about gender-based violence .

WHY MOOSE HIDE?

The Moose Hide Campaign began with a single moose hide from a father-daughter hunting trip, where they harvested the moose in a traditional way to feed their family and community. This meaningful moment of sharing and learning sparked a movement to end violence, rooted in Indigenous traditions and teachings. The moose hide is medicine from the land and is an invitation to everyone in Canada to join us on this healing journey.

Learn more by watching: [Moose Hide as Medicine](#)

WHERE DO THE PINS COME FROM?

The Moose Hide Campaign has partnered with Winnipeg-based Mother Earth Recycling to have the pins produced and distributed in a good way. Mother Earth Recycling is an Indigenous-led Social Enterprise that provides community-based training and job opportunities while building a legacy of operations that are sustainable and environmentally responsible. The moose hides are ethically harvested from hunters that nourish their families with the meat. Using these hides for pins ensures that no part of the animal is ever wasted, which aligns with the Indigenous values of the Moose Hide Campaign.

IS THERE A NON-LEATHER OPTION?

There sure is! Vegan pins can be ordered from the Moose Hide Campaign website. Our vegan pin option is 100% biobased, plastic-free, and biodegradable.

HOW MUCH DO THEY COST?

We ask that moose hide pins are never sold; they are gifted as part of the Moose Hide Campaign's tradition of sharing Indigenous medicine. While the pins are freely given to support the movement to end gender-based violence against women and children, donations are warmly welcomed in reciprocity to help sustain the campaign. A suggested donation of \$1 per pin covers our costs. \$2/pin means we can share another pin for each one you order.



WHAT IS CAMPAIGN DAY?

Moose Hide Campaign Day is an annual gathering dedicated to ceremony and learning. It is an invitation to engage in a healing journey and take action to end violence against women, children, and all those across the gender continuum. It is a chance for all Canadians to take part in Indigenous-led ceremonies and learn from Indigenous Elders and Knowledge Keepers. On this day, communities across Canada gather in ceremony, participate in Walks to End Violence, deepen their learning, and fast to demonstrate their personal commitment and intention to create change.

Watch highlights from 2024 below!



WHEN IS MOOSE HIDE CAMPAIGN DAY?

The next Moose Hide Campaign Day is on May 14, 2026

HOW CAN PEOPLE GET FURTHER INVOLVED?

Anyone can get further involved in the Moose Hide Campaign by wearing and sharing moose hide pins, organizing or participating in Moose Hide Campaign Day events, attending workshops and ceremonies, and spreading awareness about the campaign's mission. They can also make donations, volunteer, or become Community Stewards to lead local initiatives that promote our collective goal of ending violence against women and children. This work requires all Canadians to come together, and we invite the participation of all.

HOW DO I TALK ABOUT THE CAMPAIGN WITH OTHERS?

The best way to talk about the campaign is from the heart. Share why this cause matters to you and how others can get involved. This toolkit includes talking points, key messages, and stories that can help you start conversations and inspire others to take action.

WHAT IF I ENCOUNTER SOMEONE WHO NEEDS HELP?

Please be mindful that addressing topics related to violence and trauma can be triggering. We encourage you to approach these subjects with care and respect, prioritizing support and well-being for all.

If you come across someone who needs help, it's important to approach the situation with empathy and support. Here's what you can do:

1. If you or someone you know is in immediate danger, call 911.
2. Listen with Compassion: Let them express their feelings and concerns without judgment. Sometimes, just having someone to talk to can make a big difference.
3. Offer Resources: Share information about local support services, such as counseling, shelters, and hotlines. While the Moose Hide Campaign does not provide direct support services to victims of domestic or gender-based violence, there are many free resources and helplines across Canada that can help. We encourage you to look up local resources you can share as appropriate. You can find further resources on our website: moosehidecampaign.ca/help
4. Encourage Professional Help: If the situation requires more specialized support, gently encourage them to seek help from a mental health professional or counselor.
5. Take Care of Yourself: Supporting someone in need can be emotionally taxing. Please be sure to take care of your own well-being and seek support if needed.

