



**MOOSE HIDE  
CAMPAIGN**

**CAMPAGNE  
MOOSE HIDE**

## Moose Hide Campaign Code of Conduct

As a Moose Hide Campaign Steward, you play a crucial role in advancing our mission to end gender-based violence. This Code of Conduct, grounded in our core values of love, respect, wisdom, trust, and reciprocity outlines the guidelines for your compassionate action and heartfelt responsibilities. By honouring these guidelines, you help ensure a respectful, safe, and inclusive environment for all participants, embodying the heart-centered approach that defines our movement.

Our Values:

### **Love**

Our work is first and foremost heart-centred. We lead with love. We welcome all to our movement – and encourage them to embrace understanding and compassion as we work to address the problem of violence.

### **Respect**

We do not judge anyone; we recognize that everyone is somewhere along the journey of awareness and healing. We are accepting and inclusive of all – and hold everyone’s safety and wellbeing as the highest priority.

### **Wisdom**

We are an Indigenous innovation to tackle a Canadian problem. Indigenous medicine to cure a Canadian illness. Our work is grounded in Indigenous cultural teachings and ways of knowing and being. This is a crucial part of what we do. We incorporate this wisdom into our work with cultural integrity, with an aim to infuse these philosophies into mainstream spaces.

### **Trust**

We want to empower those across Canada and beyond to take action to build a safer world. As a grassroots movement, we trust our supporters to carry our message and mission forwards. We give them agency and ownership to make change in their communities.

### **Reciprocity**

We recognize that everything we do is part of a cycle of giving and receiving. We honour this by fostering connections built on mutual care, gratitude, and shared responsibility. By nurturing reciprocal relationships with individuals, communities, and the land, we create the conditions for collective healing and lasting change.



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## Conduct Guidelines

### **Cultural Wisdom**

- Integrate Indigenous cultural teachings and wisdom into your stewardship activities, ensuring they guide your actions with authenticity and respect.
- Seek opportunities to deepen your understanding of Indigenous knowledge, fostering cultural integrity in your work.

### **Heart-Centered Engagement**

- Lead with love in all interactions, promoting understanding, compassion, and meaningful connection.
- Create a welcoming and inclusive atmosphere that ensures a safe and respectful space for all participants.

### **Respectful Behavior**

- Treat everyone with dignity and respect, avoiding discriminatory or harmful language or actions.
- Prioritize the safety and well-being of all participants by upholding the highest standards of conduct.

### **Empowered Leadership**

- Take initiative in promoting the Moose Hide Campaign's mission within your community, while clearly identifying yourself or your organization as a committed supporter, not as a representative of the Moose Hide Campaign Development Society or the Moose Hide Foundation.
- Act with integrity and accountability, maintaining open and honest communication. Refrain from entering into financial or other formal agreements on behalf of the campaign.



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### **Safe and Supportive Environment**

- Follow all safety protocols to maintain a secure, respectful environment for participants.
- Offer emotional and cultural support to participants, ensuring their experiences are valued and their well-being is honoured.

### **Confidentiality and Privacy**

- Respect the confidentiality of all personal and sensitive information shared during campaign-related activities.
- Handle any reports of misconduct or concerns with the utmost seriousness, discretion, and care for those involved.

**Thank you for your dedication to this vital work. Together, we foster a movement rooted in love, respect, wisdom, and trust, building a safer and more inclusive world for all.**



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## Walking Together in Resourcing Our Work

As a community steward, you play a vital role in bringing the medicine into your community. Your leadership is a gift and we are committed to supporting events that are grounded, respectful, and aligned with the values of the Moose Hide Campaign.

Moose hide pins and ceremony are always gifted. We welcome community-based support for local events while safeguarding the national relationships that sustain the Campaign across the country.

### **Local, Community-Rooted Fundraising**

You are welcome to seek small, community-rooted contributions to support hosting needs such as food, space, materials, and honoraria for Knowledge Keepers. This may include:

- In-kind support from small, locally owned businesses
- Community groups or school clubs
- Grassroots donations

### **Major Donors, Corporate Sponsors & Government Funding**

The national team stewards relationships with large corporations, government agencies, foundations, and major donors.

To protect these partnerships:

**Community Stewards may not approach large companies, government agencies, or foundations for funding, sponsorship, or partnership related to Moose Hide Campaign activities without explicit written permission from the national team.**

If you are unsure whether a potential supporter is considered “local” or “major,” please contact us before reaching out.



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### **Logo Use & Brand Protection**

The Moose Hide Campaign logo is a protected mark that represents ceremony, teachings, and national relationships.

To safeguard the integrity of the Campaign:

- The logo may not be paired or co-branded with corporate logos without explicit written permission.
- The logo may not be used in sponsorship or fundraising materials that imply endorsement without approval from the national team.
- Corporate supporters may not use the logo in their own materials unless a formal agreement is in place.

Local supporters may be thanked verbally or listed as “Local Supporters” in local event materials without logo pairing.

**When in doubt, please check with us first.**

### **We Are Here for You**

If you need support or are considering sponsorship opportunities, please connect with us before moving forward. We are happy to guide you.

[outreach@moosehidecampaign.ca](mailto:outreach@moosehidecampaign.ca)

Your success is our shared success. We walk together in preserving and sharing the medicine.