



MOOSE HIDE  
CAMPAIGN  
CAMPAGNE  
MOOSE HIDE

# MOOSE HIDE CAMPAIGN DAY



## MAY 15, 2025







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# MOOSE HIDE CAMPAIGN DAY EVENT



The Indigenous Friendship Centre  
(122 East St. Sault Ste. Marie, ON)



May 15

10:00AM - 2:00PM



10-11:30AM Keynote Speakers

11:30AM

Prayer, Lunch, Door  
Prize Draw

12:30PM

Moose Hide Campaign:  
March to Clergue Park







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# WHAT IS MOOSE HIDE CAMPAIGN DAY?

May 15 is the National Day of Action for  
Moose Hide Campaign Day –  
An Indigenous-led movement to engage  
men in advocacy and action against  
gender-based violence.

**It started with a simple  
but powerful idea:**

Wear a square of moose hide  
as a symbol of your commitment  
to safety and respect.



- It's a day to reflect, learn, and commit to ending violence.
- It includes livestreamed events, teachings, and a walk to end violence.

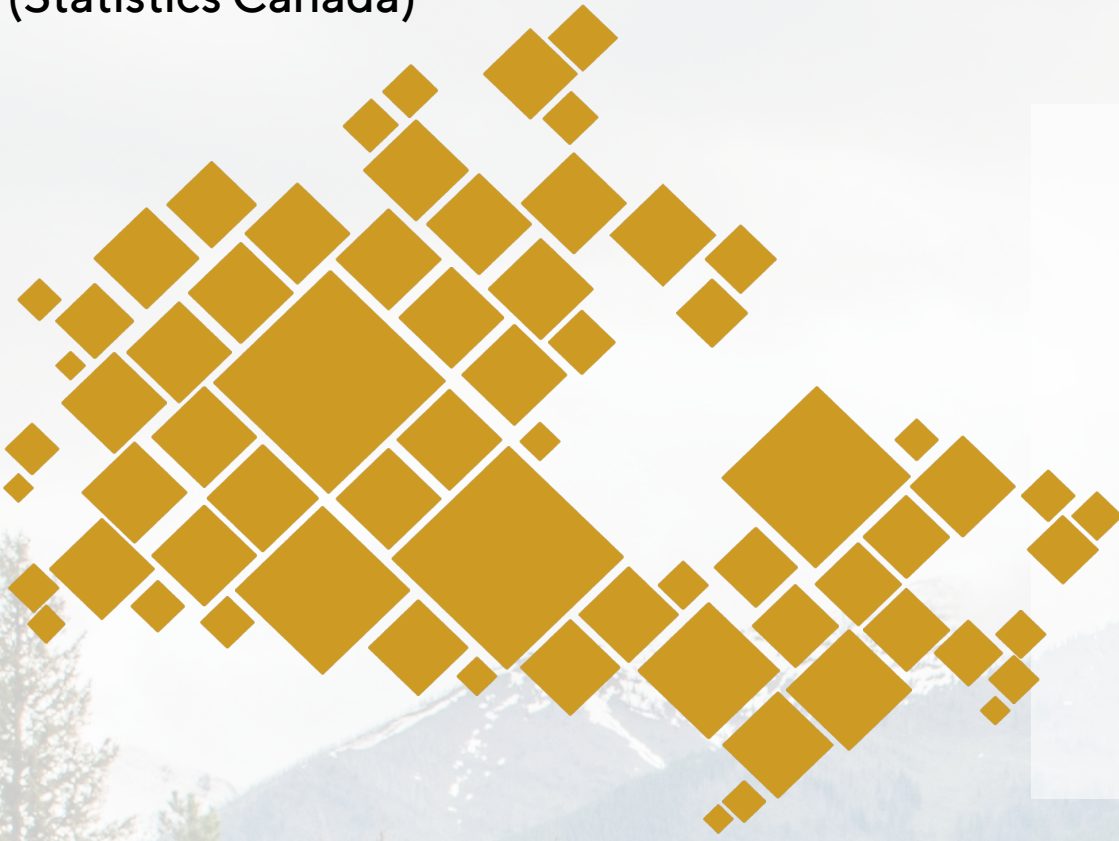




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# WHY MOOSE HIDE CAMPAIGN DAY MATTERS:

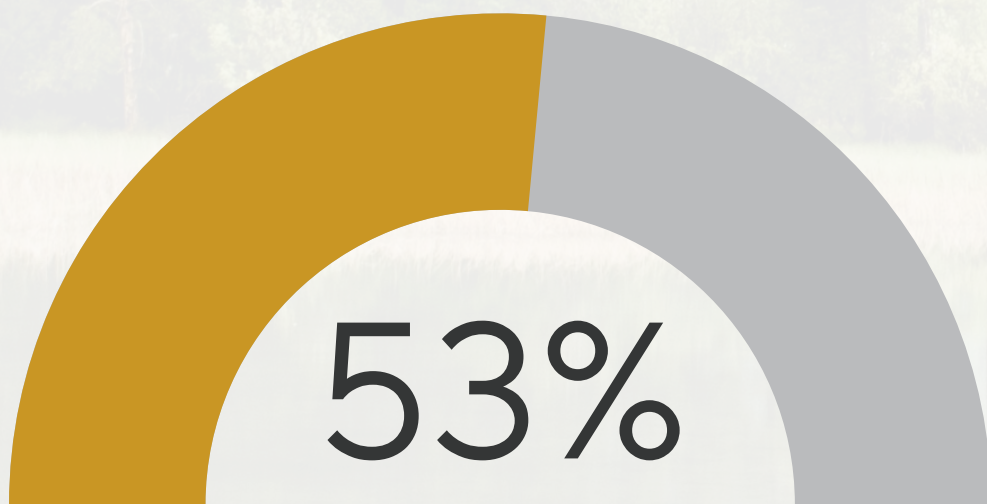
(Statistics Canada)



14% of Indigenous girls  
and 5% of Indigenous  
boys reported  
experiencing **both**  
**physical and sexual**  
**maltreatment** before  
the age of 15.

**Domestic violence rates** are  
three times higher for  
Indigenous women than non-  
Indigenous women (10% in the  
last 5 years compared to 3%).

**3x**



53% of Indigenous female  
victims of domestic  
violence **feared for their**  
**lives**, compared to 29%  
non-Indigenous.

Two thirds of First Nations  
(64%) and Métis (65%)  
women have experienced  
**violent victimization** in  
their life time.





# RESOURCES

## Moose Hide Campaign Resource List

<https://moosehidecampaign.ca/help/>

## MMIWG Support Line (24/7):

1-844-413-6649

## Hope for Wellness (24/7):

1-855-242-3310

## Residential School Crisis Line (24/7):

1-866-925-4419

## Talk 4 Healing (24/7):

1-855-554-4325

## Ontario Native Women's Association Crisis Line:

800-667-0816

## The Indigenous Friendship Centre in Sault Ste. Marie:

(705) 256-5634

## The Indigenous Network – Region of Peel:

(905) 712-4726

## Algoma University Wellness (for AU students only):

Email – [svsupport@algomau.ca](mailto:svsupport@algomau.ca)

