Hearts, minds, and moose hide
The organizers of the National MBA Games tossed down a gauntlet to the 19 schools that wanted to participate in the 2017 competitions. Each team, they challenged, had to raise at least $1000 for the Moose Hide Campaign in order to take part. The pool would be donated to help raise awareness about violence towards women and children, to mobilize men to end such violence, and to create safe spaces for healing and reconciliation.

It will be no surprise to people at Gustavson that the MBA students managed their fundraising goal handily. They donated their own dollars, they raised money from the people who work at Gustavson, and alumni were generous, too.

“One thing that struck me about the Moose Hide Campaign,” reflects Nikheel Prem Saga, Gustavson MBA student council president, “was the sincerity of its founder, Paul Lacerte. On the last day of the games he told us a very powerful story about a near-death experience he had. He learnt from this experience that how we live our lives matter. That he chose to not return to his normal routine and instead decided to start a movement to help those who were victims of violent abuse is astounding.

“For me,” Prem Saga said, “his devotion and passion were tremendously impactful. I left the National MBA Games proudly wearing a piece of moose hide to confirm my commitment to being part of a society where violence in any form is not tolerated.”

Gustavson is immensely proud of our students, who take on social challenges with such passion and efficiency and help us all to see that everyone can help to create change in all the best ways.

Oh, and we’re also hugely proud of them for their first-place performance in the finance case, second-place win in strategy, and earning the Schulich Cup for overall academic performance!