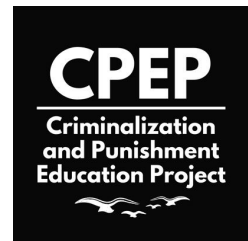


SOCI 4170 CPEP Team Final Report

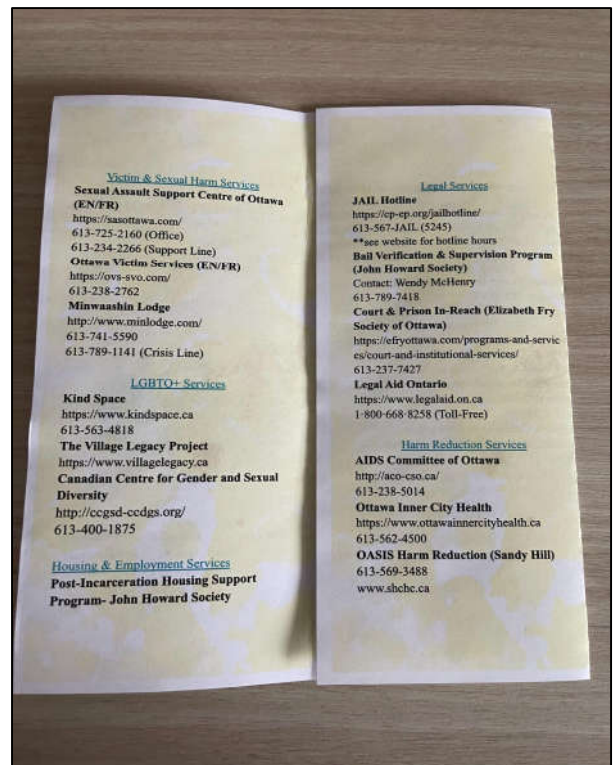
Ally Cotroneo Ben Beiles Darian Kaye Hassan Khan

Harshika Kataria Joyce Tshibungu Sydney Edwards Yunpeng Zheng



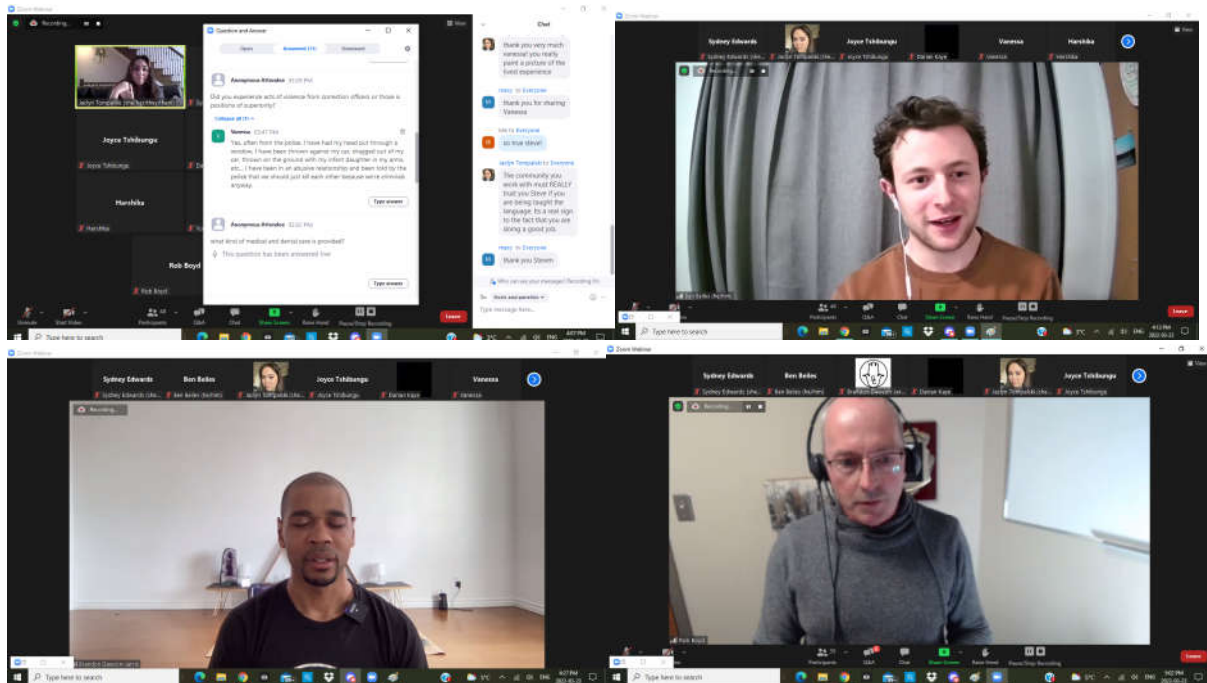
For the Community Engaged Sociology class, we were tasked to work with a community organization and host a social action project that would directly advance their goals. Our members chose to work with the Criminalization and Punishment Education Project (CPEP). The challenges faced by people in the criminal justice system are hidden from most Canadians; as an abolitionist organization, CPEP is one group that aims to raise awareness about these challenges. Issues such as inhumane living conditions, horrible treatment, lack of services for basic human rights, and distinct forms of oppression, discrimination, and racism exist in our criminal justice system and specifically our jails. By raising awareness and supporting the needs of criminalized people, CPEP can build solidarity amongst current and formerly incarcerated peoples and allies.

We elected to host a virtual fundraiser panel, where panelists could speak to systemic issues and advance ideas about alternatives to criminalization and punishment. All funds collected would go towards a Starter Kit initiative that CPEP hosts, where members make kits with personal care items to give to people recently released from jail. Often people are released with no belongings and inadequate funds to support themselves, making reintegration that much more difficult. Alongside collecting funds, we wanted to raise awareness of the indignities that occur in jails and introduce ongoing and potential alternatives to criminalization and punishment. We also wanted to create something that could continue to support people after we ran our event - and created a pamphlet filled with resources and services that CPEP could distribute with their starter kits.



Event

The event included four panelists who discussed alternatives that elevated dignity and centered desire, through their experiences with the justice system and work in the field. Our panelists were Vanessa (Community Leader & Poet), Rob Boyd (Oasis Program Director, Sandy Hill Community Health Centre), Steve Martin (Indigenous Court Worker, Nogojiwanong Friendship Centre) and Brandon Dawson-Jarvis (Social Entrepreneur & Yoga Instructor). We had a Q&A period after each panelist, where ideas were expressed in further detail, and attendees were able to be active participants in the conversation. Also, one of our panelists, Brandon, led us in a meditation practice to reflect on the discussions heard. Attendance at the event peaked at 57 people, with some attendees joining and leaving part way through.



Outcomes

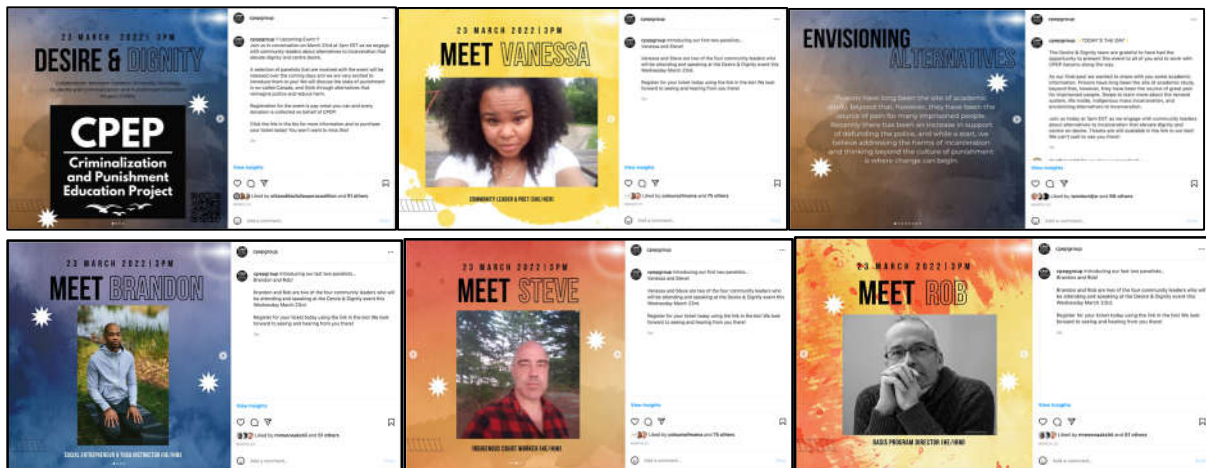
Overall, we raised \$636 for CPEP through 94 tickets. There was a large spike in ticket sales when our Social Media Takeover began. Most attendees registered for free tickets, however, donations (even as little as \$1) began after we posted the event details on CPEP's social media pages and further stressed the importance of the donations. All of the proceeds from the ticket sales will be used to fund CPEP activities.

Summary For March 7, 2022 - April 5, 2022	
Quantity	94
Free	58
Pay-What-You-Can	36
Gross Sales	CA\$651.96
Total Fees	CA\$15.96
Net Sales	CA\$636.00

Desire and Dignity: Alternatives to Criminalization and Punishment



A significant element of the project was reaching out to members of the community in order to build general awareness about CPEP's mandate and the Desire and Dignity event in particular. There were two aspects involved with this endeavour: social media and direct outreach. For direct outreach, we sent approximately 200 emails to a curated list of professors, students societies, university and college faculties/departments, and community organizations with information about the event and links to more information about CPEP. For social media outreach, we posted and shared content that contained event information, headshots and bios for each of the panelists, and a condensed academic piece written by our team. The written piece directed readers to review CPEP's other initiatives and further readings that may allow them to gain more knowledge of the issues in which we discussed at our event. Our posts reached a total of 3664 accounts, were shared 136 times, and attracted 136 new accounts to the CPEP page. The goal of our Social Media Takeover was to attract more attendees, share our work with the broader CPEP community, and provide viewers with further resources related to alternatives to incarceration and why these are so important.



Takeaways

While planning and executing our social action project, we learned a wide range of hard and soft skills. Each team member contributed unique capabilities and put in the time and effort required to complete specific tasks. We learned to trust and communicate with one another as we sought to create a collaborative working environment. As we worked on the project, we developed our capacity to engage with the wider community using digital tools like Zoom, social media, and email blasts, in addition to gaining other practical skills.

This project gave all of us the opportunity to apply our interests in community engagement and put theory into action. We gained invaluable knowledge that we shared with the broader community, shedding light onto the harms of criminalization and punishment, and the prevalent forms of oppression, discrimination, and inequality that are entrenched in our society. Our event and outreach highlighted the incredible work being done to create alternatives that center desire, empower marginalized groups, and alleviate indignities. The funds we raised, engagement we fostered, and knowledge we spread, will all support CPEP's mandate.