

# The greater Good

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## Raizza Borja Gives Back On Her Own Time

Uncategorized



### The greater Good Introduces Raizza Borja

Borja has experiences as Social Responsibility Assistant for the Orlando Magic & Sports Event Competition Coordinator at Disney Sports/ESPN Wide World of Sports

### Who is Raizza Borja?



Borja Painting

Raizza Borja has experiences working as a Social Responsibility Assistant for the Orlando Magic and as a Sports Event Competition Coordinator at Disney Sports/ESPN Wide World of Sports. However, Borja didn't know she wanted to be involved in the sports industry early on. Growing up she played basketball and found herself replying to questions like "What's your dream job?" with "Playing in the WNBA." Borja played competitive until high school when she tore her ACL and dislocated her shoulder. After sustaining these injuries Borja stopped playing basketball and started working.

Borja attended the University of South Florida (USF) to earn her Bachelor's Degree in Business Management as she enjoyed learning about different management styles. At USF, Borja was involved with a sorority, alpha Kappa Delta Phi, and it was here that she took on two roles, VP Service and VP External. Each of these roles are vice president positions where you are with the community doing social events and giving back. As VP, Borja was the one planning all the events. Borja compared the camaraderie of a sports team to her own sorority. She said it made the volunteering extra fun since everyone enjoyed it and worked together to give back as a group. This led her to ask herself the following question:

"How can I merge both things together, sports and my love for the community and doing events?"



It was at this point that Borja started networking with the right people and ended up moving back to Orlando from Tampa to attend a volunteer experience with the NBA All-Star games when they were in Orlando in 2012. Borja started networking with different people who were involved in the community relations area of the sports industry. She found that a lot of these individuals she

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### INSPIRATIONAL QUOTE OF THE WEEK

*"Even if you just change one life, you've changed the world forever." - Mike Satterfield*

### SOCIALS | GIVE BACK



was networking with were college students who were getting their Master's Degree. Borja decided a Master's Degree was what would help her prove to employers that she was serious about being involved in the sports

industry and giving back to others through community relations.

This is what led Borja to Saint Leo University in St. Leo, Florida. Borja did research on other schools as well, but she found that Saint Leo was the best fit for her as it was an accredited school and she was able to work full-time while completing her classes online, which gave her the amount of structure and time management she needed to succeed. Borja claims she still keeps in touch with her peers from Saint Leo since they got close while working on projects and schoolwork virtually during their time at the university.

## Borja's Connection To Others

Borja's desire to connect with others comes from her personality. She believes everyone has a story to tell and she wants to be there to hear it and learn from it. She was the same way growing up where she loved hearing from friends, or friends of friends, about their experiences, good or bad, because she believes the best way to learn is to learn from people's mistakes and from your own mistakes.

She explains how her connection with others starts from caring about people. Even though she may not know the other individual, she still wants to learn about them and see how she can help them in some way. She also believes strongly in the 'golden rule'.

“Also the golden rule: Treat people the way you want to be treated right.”

## Volunteering



Borja Volunteering

Borja credits her friend and the volunteer hours required by her high school for getting her involved with volunteering. As she got older and really started understanding the need in the community, she looks back now and sees that it was her college sorority that launched her love for volunteering.

“It's just more so like how do you help more people because you want to change the world but you want to be that person to see it and see it through.”

She explains what she did at Disney and the Orlando Magic as if it were a whole other level. The people she was helping were so grateful for the simplest things, such as Orlando Magic t-shirts, because they hadn't had one before then. Something so simple

can be the grandest gesture to those she was helping. It is at these times that Borja tells herself she needs to put herself in their shoes. This is what got her to be so involved and so passionate about learning about the footsteps of others whose paths were very different from her own. Borja says we can easily forget the atmosphere we are in. She has trouble with this herself when she is walking court-side at an Orlando Magic game with a group of children who have their eyes wide and their mouths open because they can't believe everything they're seeing. It is in these moments that Borja tells herself to pause and let the children take in this moment, because to them it's not just the basketball court, it's a whole new experience. She has to remind herself to walk in their footsteps and understand where they're coming from. She describes this feeling she gets in these precious moments as being unexplainable.

“The feeling is so unexplainable you try not to tear up everyday but it's really hard sometimes.”

## Borja's Love For Community Relations

From an outside perspective before getting into the role, Borja thought it was really cool to see professional athletes making time to give back. After seeing these athletes doing good deeds for the community, Borja knew that was something she wanted to be a part of.

“I want to be the one to help make the athletes smile and who they're helping smile because

there's no better reward and great feeling than to see an athlete who has this platform that people look up to genuinely want to help.”

### Borja's Role At The Orlando Magic



Borja at Orlando Magic

Borja's title at the Orlando Magic was Social Responsibility Assistant. Within the Orlando Magic organization they have what Borja describes as a big umbrella of social responsibility, and under this umbrella is their youth foundation and the community relations side, which Borja was more heavily involved with. Within the community relations department they would work on all the NBA Cares initiatives and initiatives within their own organization. Borja's main topic areas were focused on youth, education, health and wellness, homelessness, and arts. She feels like almost every week they had events for one or more of these main topic areas.

"I didn't really feel like I was ever in the office to be honest I was more so like out in the community which is perfect because that's what our role is and that's how you get to know your community more by visiting the organization and seeing what their needs are and seeing how much we can make a difference."

Borja mentioned how prior to the COVID-19 pandemic in March she thinks they probably reached almost 3,000 children and had around 40+ events when their season still had months left had it been a normal season.

### Her Time To Play Camp At The Orlando Magic







#### Middle School Athletes at Her Time To Play Camp

One of the new initiatives that started circling around the league when Borja was at the Orlando Magic was Her Time To Play. It was implemented last season as a new event at the Orlando Magic organization. The basketball teams in attendance for the camp last season were made up of middle school aged girls. The camp was one day and the girls did dribbling drills and worked on increasing their IQ for the game.



Basketball Drills at Her Time To Play Camp

Borja saw the importance in Her Time To Play because of how valuable being part of a team sport impacts someone's development. What made the event so meaningful to Borja was when her and her team took the time to pick which athletes could come participate in the event. The young girls that participated in the event were coached by two of Orlando Magic's former players, Nick Anderson and Bo Outlaw and two former women

international basketball players. While at the event, Borja could see the impact the former players were having on these young girls. Whatever the former players said to these young girls was immediately absorbed and drilled into their minds because these girls looked up to the former players so much. They want to be where the former players once were, in the professional league.

Another important aspect of the event that took place throughout the day was the former players telling the girls about their journey. Borja thinks it's beneficial for these young girls to hear the stories of those who made it to the professional leagues, and how sometimes they had to jump through hoops and take an unconventional route to reach their destination. Borja emphasized how the journey is not always the same for everyone and how the young girls who attended the camp got to learn about how there are different paths to take that can reach the same destination.

#### Disney Sports/ESPN Wide World Of Sports



Borja at Disney

Borja got on as a sports volunteer intern with Disney after receiving her Master's Degree. From there she was able to transition into Disney Sports/ESPN Wide World of Sports. In this role, Borja handled all the volunteers for the Disney events making sure they were all in place. She also was tasked with handling logistics. There are so many events that come through the sports complex- from cheer to dance to softball games to soccer games- and in each of these instances her role is to be the liaison between the event manager of Disney and the client to make sure things are running smoothly. Her role even extends all the way down to informing the custodial and lawn personnel that an event is coming up so they're prepared, and if they need anything before the event starts she would help with getting the necessary items to them. Borja and her co-workers acted as the eyes and ears for the event manager who couldn't see all the little, but important, logistics surrounding the whole event.

Borja claims this helped her understand the role of sports at Disney, which is more so known for their amusement parks than their sporting complex. However, after the NBA Bubble was located at Disney's sports complex this year it is pretty well known to the world that Disney has a very nice



Disney's sports complex this year, it's pretty new. Moving to the hotel and Disney has a very nice sporting complex. Borja describes the place as being massive and a space that allows for high class events. One of these high class events that Borja was able to a part of was the second Invictus Games, Prince Harry's initiative with Wounded Warriors.

## Invictus Games

The following video is brought to us from [Borja's personal portfolio](#):



The Invictus Games is the only International sporting event for wounded, injured and sick servicemen and women, according to [Borja's portfolio](#). Prince Harry started the initiative in 2014 to inspire recovery and support rehabilitation through sport. The idea is similar to the Olympics, but specifically for military members who have been wounded but can still compete.

The second Invictus Games was a four day event that brought in over 450 athletes from 14 different nations that competed in 10 different sports. There were thousands of fans that showed up for the event to support the athletes.



[Borja at the Invictus Games](#)

According to [Borja's portfolio](#), her team assisted the Invictus Games staff with scheduling and coordinating logistics for over 350+ volunteers. Borja also assisted with the check-in process for the volunteers and with troubleshooting and re-scheduling volunteers as needed.

Borja expresses her gratitude to have been able to be a part of this special event before her internship ended.

## Christmas Tree Delivery



[Borja and Outlaw Delivering Christmas Trees](#)

Borja explained to me how she loves to go back and talk to the individuals and the groups who she gave back to as a part of her job to see how things are going and to check up on them. She understands that just because her and her team reached out and helped them one time, doesn't

mean there's no longer a need in that area.

There's one specific group, a local women's shelter, that Borja has built a strong connection with outside of her job and she touches base with them regularly. Community Ambassador and former Orlando Magic player, Bo Outlaw, has helped Borja with several special projects to benefit this group. These two continue to give back to these families outside of the Orlando Magic organization. In the past, they have hosted a Thanksgiving dinner on Outlaw's behalf, they have had different volunteers sponsor families so they could receive Christmas gifts, and they have delivered Christmas Trees to each of the families, which is a day Borja will never forget.



Bo Outlaw

It was a 11+ hour day where Borja and the Community Ambassadors did all the heavy lifting. It was most rewarding to see this play out for Borja since she is usually the one doing all the heavy lifting and the behind the scenes work. It was apparent that everyone that was there helping to make the event possible was doing it out of the greatness of their heart.

Before this event could work, Borja and her crew had to reach out to individuals within their circle to request donations for not only the Christmas Trees, but the ornaments, the lights, and anything else that was needed to make the event a special one. Borja found that people were happy to help out!

The crew went to three different counties with a borrowed trailer full of donated Christmas Trees that were ready to be delivered. They picked up donated ornaments and Christmas lights, and meals that were donated by one of the local grocery stores. Once the crew had started delivering the Christmas Trees to the families, one family asked them to stick around and help decorate with their family, so of course they helped decorate! The process started around 7 in the morning and lasted until about 7 at night. It was a long day but definitely worth it, according to Borja, because of the deeper connection she was able to build with these families. Today, she is still attached to this group and continues to give back to them.

“I think there's a quote people keep saying like ‘Would you still continue to do what you do if you don't earn from it?’ and I was like yeah I do already!”

Borja explained how the wishlist from the families weren't for laptops or new shoes, it was for toilet paper, bed sheets, shampoo, and other essentials that they were genuinely so happy to have received. This is how Borja knew she was impacting the right group of people who truly appreciate what they are given and aren't looking to take advantage of the resources Borja and her crew were able to provide to them.

Overall, 14 out of 16 units within the women's shelter received Christmas Trees and 26+ family members were positively impacted that day. What an amazing story!

Click [here](#) to view Borja's personal portfolio and to learn more about the many wonderful ways she gives back to her community.

To read about other community relations professionals and their journeys, click here to read my [Holly Mercier Grew Up Admiring WNBA Athletes & Now She Works With Them](#) blog post.

Inspirational Quote of the Week : *“We make a living by what we get, but we make a life by what we give” — Winston Churchill*

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### Exclusive Quotes From My Raizza Borja Interview Pt. 2



### Exclusive Quotes From My Raizza Borja Interview Pt. 1



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