DENBURK REID

2020

MEDIA KIT

GET IN TOUCH

info@dr22sports.com
Dr22sports.com
montrealcommunitycares.com

DEAR MONTREAL,

Every day I wake up to a voice in my head that says Denburk be better today than yesterday. A lot of pressure I know, but here is

MY WHY

Growing up and having the opportunity to have great people around me saved my life. Being introduced to sports changed the trajectory of my life. I was living in very rough and dark times in a dangerous neighborhood, but for some reason God gave me the ability to always see the good in people. I was mentored and guided in the right direction and as a result I have made it my passion and personal mission to give back to the community by inspiring others and helping people, young and adults alike to see the good in themselves and to aspire to turn that goodness into greatness!

I want to help people dream and aspire to be better and then help them take the necessary steps to make those dreams a reality.

“Love who you are and find your calling to impact the world by being the Champion of you!” DR
We are often judged and underestimated by others. I have been through that growing-up where I started to doubt myself. My goal is to help our youth and adults break free and gain self confidence by pursuing and maximizing their full potential.

- Let's start a conversation that leads to action in our community.
- Lets create a platform for young & old alike.
- I have many titles in my life.
- I am a husband, a father, a grandfather, uncle, friend , brother, son, employee, founder, coach, athlete, hall of famer and community member but before any of that I am a Chief Me Officer, a position that catapults me into all my other roles.
- Let's work together to create opportunities for more Chief Me Officers.

MISSION

Because the next generation holds the key to Montreal's future, Montreal Community Cares Foundation aims to empower youth by developing their leadership skills through programs, workshops and events, and by building bridges between communities.

MONTRÉAL COMMUNITY CARES FOUNDATION

Whereas school lays the foundation for a child's future function, Montreal Community Cares Foundation (MCCF) offers those having difficulty finding their way a companion space to belong, engage and succeed.

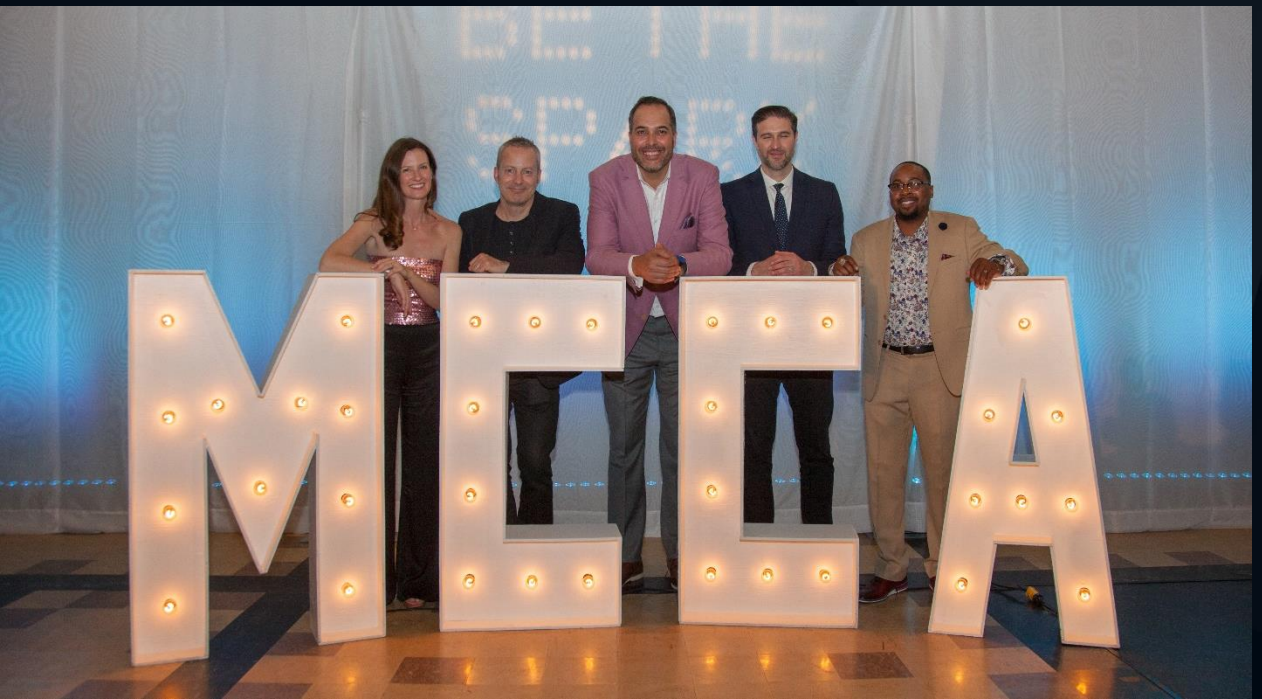
Montreal Community Cares Foundation • Fondation communauté Montréal à coeur

I ALSO HAVE A VISION AND A PASSION TO CREATE CHANGE

"What led me to create Montreal Community Care Foundation began with neighbourhood coaches, who saw my athletic ability not only as an opportunity to win trophies, but as an opening to my own future. They kept me focused on my potential, while travelling to tournaments expanded my worldview and reinforced my belief in my potential. Those coach-mentors really helped me craft my story of community and civic duty.

If you want to go fast, go alone. If you want to go far, go together." This African proverb is at the core of our organization. We want kids to feel relevant to society as early as possible so that they grow into the belief that their input shapes society. Consequently, our programs, workshops and events recline on a proactive, youth-centered approach.

For me, civic duty is about contributing our best efforts to the advancement of society. MCCF wants as many children as possible to have this privilege."



WHO WE HELP

Our non-profit organization primarily helps Montrealer's labelled socially vulnerable. Two ways in which we assist are through student scholarships to schools that nurture passion and by mentoring youth between the ages of 10 and 19. Since our founding in 2012, we've helped more than 625 youth adopt behaviour that favours confidence, discipline and social responsibility. In fact, programs like Red Rush Basketball Leadership, MTL Goal and Life Coaching for Teens teach participants emotional intelligence, teamwork and community service.

MCCF also helps families. Montreal Community Cares & Shares celebrates the holiday season with a festive family dinner featuring singing, dancing, storytelling and gift giving. Through our seven years of toy drives, we've gifted over 9,750 toys at 35 local schools and community centres.

Red Rush is Montreal Community Cares Foundation's summer basketball leadership and mentorship program. Thanks to Red Rush, student-athletes will stay on track, athletically and academically, throughout the year. The Red Rush Basketball Leadership Program is offered in the spring and summer for boys and girls ages 11 to 19. This program enables team members to stay on track, athletically and academically, throughout the summer as well as develop new leadership skills and engage in community service.

RED RUSH BASKETBALL LEADERSHIP

Red Rush is Montreal Community Cares Foundation's summer basketball leadership and mentorship program. Thanks to Red Rush, student-athletes will stay on track, athletically and academically, throughout the year. Red Rush provides its players with the opportunity to take their game to the next level both mentally and physically.

PROGRAM GOALS AND OUTCOMES

- Build community engagement using a human rights approach to work with youth on leadership issues
- Engage youth in activities that foster leadership and effective communication
- Expose youth to human rights issues through specific activities
- Facilitate opportunities for youth to demonstrate growth and leadership

Denburk Reid founded the MCC Awards in 2011, the annual Montreal Community Cares Awards event promotes community engagement, a key driver of strong cities. It offers the foundation the opportunity to recognize community champions actively involved in making Montreal a better place to live and work. The funds raised through this inspiring event also enable Denburk to continue expanding the Montreal Community Cares Foundation's youth programs initiatives.

With the growing reach of the Montreal Community Cares Awards, his vision is clear:

To make the awards the premier community engagement award in the Greater Montreal Area.

The objective is to continue honouring the achievements of an even broader cross-section of worthy recipients. By soliciting nominations from every corner of the Greater Montreal Area, and through the Awards gala fundraiser, Denburk and his Montréal Community Cares team will continue to expand the Montreal Community Cares Foundation's youth-focused initiatives.

DENBURK REID

DR22 BRAND THE PURSUIT OF EXCELLENCE

DR22 was created by Denburk Reid, McGill University's all-time leading men's basketball scorer, steals leader, assists leader, and current member of the McGill University Sports Hall of Fame class of 2016. At 5'7", Denburk overcame significant obstacles to become an outstanding player and effective leader – setting many records along the way.

We understand, first hand, what it takes to be the best. Whatever your sport, we are committed to helping you become your best. Our personalized and comprehensive training programs enable:

Bench players to land starter positions
High school/CEGEP players to secure university scholarships
Great university players to become pros

Fondation communauté Montréal à coeur
Montreal Community Cares Foundation
DR22
redRUSH BASKETBALL
Recruit Quebec
POWER GROUPE
INFLUENCING CHANGE
DR22 I'M GAME.

"Denburk Reid spoke to our team at Just For Laughs to share his insights on Black Lives Matter. He was honest, personal, and engaging. It was truly an inspirational experience for our team, one which will help influence our future practices. Denburk clearly cares about his community, and it shows"

Bruce Hills, President of Just for Laughs