

The Three Pillars Post

A monthly publication devoted to providing friends and clients with insight and knowledge of the real estate world based on three core pillars of my business; Philanthropy, Business and Growth.

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THE HIDDEN MEANING OF REMEMBRANCE DAY



Seventy-three years ago, our grandparents and great-grandparents were involved in the largest war that has ever been fought. There are better writers than me that will pour out eloquent words and stories that bring the emotion of those sacrifices to the page so I am not going to dwell on that aspect of Remembrance Day. I truly wish I had the writing skills to do justice to the sacrifice and courage of those brave men and women but sadly a John McPhee or Hemmingway I'm not.

I do want to touch on what Remembrance Day means to us, what responsibility those sacrifices have imposed on us.

I think it is a great disservice to those who fought and died that we simplify their sacrifice as an act to protect our freedom. Yes, it was for our freedom and our ability to have the right of free speech, association, to be and do whatever we want. That is not something to dismiss or take lightly but I also think what those soldiers gave us and what is not normally talked about is the responsibility we all carry and the duty we have been largely neglecting.

Our grandparents didn't have the same attitude our society seems to have now. Today our society is mostly about "me". Its entitled, its selfish, its outraged at almost anything and everything. Today there are very few who take responsibility for anything in their lives. Our grandparents who fought and died so long ago didn't look at this world that way. If they did most of Europe and the world would look much different than it does. No, they took responsibility for how this world should be and in doing so gave us the world we currently enjoy.

However, we are now failing them. Have we taken this world and made it a better place? That's debatable. Yes, we have better technology, people are living longer but are we living better? How many people know the family who lives 3 or 4 doors down the street? How many people are active in their



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community and giving back and helping to improve their community? The answer is precious few. Most are content to let someone else do it. Whether people think the government will do it, or the unseen 'they'... whatever the reason most aren't doing anything except taking for themselves.

How many times do you hear people say something like "I wish they would clean up the streets" or "They really should do..." whatever. "They" don't exist. "They" are you and me, WE are the ones who can make our street, our neighbourhood, our town, our city, province and country better. THAT is the responsibility that we inherited from our veteran's and those who fought and died. WE need to take responsibility for our own little piece of the world. WE need to step up and by our own actions make things better.



There is a price for freedom and yes, it is unfortunately first and foremost calculated in the lives lost however that is the immediate price. The long-term price is vigilance and to be caretakers of our freedom. What that means is that WE need to step up and take control of our own happiness, our own neighbourhoods and neighbours. You've often heard it said in the military 'No one left behind' well, why don't we think the same way for our own neighbourhoods? Why do we let those in our communities go without? I think I know why. Most people ask 'what can I do, I'm only one person' and they are right. One person by themselves can not make much of a difference. However together we can make a difference as a group and it only takes one person to start that movement. That is the impact of the individual, the one person.

So, I am calling on those who want to make a difference right here in our community to step up and start being that example to others. If you see trash on the sidewalk or in your neighbourhood park, pick it up, don't wait for the city to do it. It's YOUR sidewalk, its YOUR park. If you know of a neighbour who is going through hard times, lost a job, etc. Help. Put the word out to your friends that you know a guy who is looking for work. Its YOUR neighbourhood and you can take an active role in making your little piece of it better.

Take Alicia for example. She joined us in June and she has been a great addition to our team. For the last five years she has been stepping up to help those in her



community. Most people don't know but twice a year she goes through her closet and gets together all of the clothing, shoes, purses, etc that she no longer wears/uses so she can donate to someone who does need them. Some of the stuff still has the tags on it (come on we've all had that happen). However instead of just giving it to Value Village she posts on Facebook looking for anyone who does need it and she donates it to them. She makes sure that she doesn't donate to the same person twice to ensure she has a larger impact. It truly makes a difference on a person's self confidence when they get new clothes.

This is the responsibility that our veterans gave us. This is the hidden meaning of Remembrance Day.

IT'S A TIME TO REFLECT ON THE PAST YEAR AND ASK YOURSELF WHAT DID YOU DO TO MAKE THIS WORLD A LITTLE BETTER.



Our grandparents stepped up to do what had to be done and together made a huge impact on the world. Are you doing the same? If you're not, its not too late. Individually we may not be able to make much of a difference but as individuals we can be that example to others, be the leader other people are waiting for, the reason they step up and act.

That is why for the month of November we, as a team, are going to be doing what we call the 20 days of impact.





Little acts of kindness in our community that we can do to help impact the lives of our neighbours in a positive way. We will be documenting it on Facebook so others can see that it doesn't have to be some massive thing to make a difference.

One person didn't storm the beaches in Normandy but it was individual leaders that those soldiers followed. You are all good and decent people that we know want to make our community better than it is today. So, if you see yourself as that good and decent person we challenge each-and- every one of you to pick some action, something they can do in their community to make a positive impact no matter how small it may seem, and DO it! Our community won't change by itself or if we wait for someone else to do it.

Remembrance Day is not just about our veteran's, its about you and me and how we are protecting and nurturing the world they gave us. Let's make an impact and show our veteran's how much we value their sacrifice and what we can do with the world they gave us.

DAY'S OF IMPACT

As we said we earlier for twenty days in November we, as a team, are going to try to make people's lives just a little better in our community. You can too and we know it is sometimes hard to think of how you can do that. Well, here is a list of ideas that you can do that will make our community a little better and a little happier than yesterday.

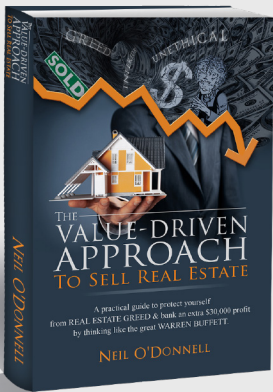
- Compliment the first three people you talk to today.
- Send a positive text message to five people you haven't talked to in a while.
- Post inspirational sticky notes around your neighbourhood, office, school, etc.
- Donate old towels or blankets to an animal shelter.
- Say hi to the person next to you on the elevator.
- Let someone go in front of you in line who only has a few items.
- Hold the door for the person behind you.
- Write a review for someone you have done business with in the past.
- Leave quarters at the laundromat.
- Encounter someone in customer service who is especially kind? Take an extra five minutes to tell their manager.
- Leave unused coupons next to corresponding products in the grocery store.
- Leave a note on someone's car telling them how awesome they parked.
- Place a positive body image notes in jean pockets at a department store.
- Smile at five strangers.
- Set an alarm on your phone to go off at three various times during the day. In those moments, do something kind for someone else.
- Shovel snow for an elderly neighbour.
- Send a gratitude email to a coworker who deserves more recognition.
- Know parents who could use a night out? Offer to babysit for free.
- Return shopping carts for people at the grocery store.
- Give up your seat.
- Write a positive comment on your favorite blog, website, or a friend's social media account.



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- Ask for donations instead of gifts on your next birthday.
- Have a clean up party at a park.
- While you're out, compliment a parent on how well-behaved their child is.
- Write your partner a list of things you love about them.
- Donate blood.
- Find opportunities to give compliments. It costs nothing, takes no time, and could make someone's entire day. Don't just think it. Say it.
- Give someone words of encouragement.
- Donate your old eye glasses.
- Send a 'Thank you' card or note to the officers at your local police or fire station.
- Run an errand for a family member who is busy.
- Teach someone a skill you know.
- Email or write to a former teacher who made a difference in your life.
- Visit a random person at a nursing home.
- Stop to help a stranded motorist.
- Donate unwanted clothing to your local thrift store.
- Buy coffee for the person behind you in line.
- Surprise a neighbour with freshly baked cookies or treats!
- Leave a gas gift card at a gas pump.
- Make a care package for a member of the military.
- Leave a kind server the biggest tip you can afford.
- Purchase extra dog or cat food and bring it to an animal shelter.
- Take flowers or treats to the nurses' station at your nearest hospital.
- Take muffins or cookies to your local librarians.
- Leave a box of goodies in your mailbox for your mail carrier.
- Buy a glass of lemonade from a kid's lemonade stand.
- Donate food to a local food bank.
- Give someone a book they will like.
- Run a 5K for a good cause.
- Send someone a gift anonymously.
- Give food to a homeless person.
- Buy a lottery ticket and give it to a stranger.
- Put a quarter in an expired parking meter.
- Drop off a premade meal for someone in need.
- Donate to a fundraiser for someone in need.

As you can see there are more than 20 ideas and we made sure that not all cost money to do. We will be posting on Facebook our daily actives and we would love to here what you've done. Business is not just about making money but its about supporting our community. Our core principles of Business, Philanthropy and Growth is not some motto or marketing gimmick. We walk the talk. We actually live and breathe those values and we would love to hear how you are doing the same. Cheers!



NEIL O'DONNELL - AUTHOR & CREATOR

An entrepreneur and a relentless innovator of the real estate industry, Neil O'Donnell is the creator of the "Value-Driven Approach to Sell Real Estate," author of the infamous report "Frauds, Lies, Cheats & Unethical Scams." He also founded St.Catharines First Responder Only Program®, and is a licensed agent with Keller Williams Complete Realty. Neil has been called "provocative and entertaining," but also "a committed philanthropist" for his mission to raise/donate over \$10,000 to local and First Responder-related charities each year.

Neil also supports many great local and national charities too, such as: Lincoln Humane Society, CIBC Run for the Cure, Heart & Stroke Foundation, MADD: Mothers Against Drunk Driving among others. Neil is a leader in the St.Catharines and Niagara-on-the-Lake business community as well, and co-founded ENG (Entrepreneurs Networking Group™) St.Catharines Chapter—an exclusive group of business owners, sales professionals and entrepreneurs, focused on three core pillars of impact: Philanthropy, Business, and Growth!

