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## The Joy of Generosity



**Team Audrey! Her second Dallas marathon with her supporters pushing her. GoLogo donated shirts.**

Be extremely generous, not just generous, but over the top, memorable generous. It doesn't have to be monetary. Be generous with help, or time, or a compliment. Make someone's day and make a difference! One of my definitions of faith is being generous before you have it made in life. Shows that you know and believe without a doubt you will get to that place you are dreaming of. I was married from 21-31 years old, and this was a re-occurring fight. My ex-wife would say, "Why are we giving away money before we are very well off?" All I knew was the more generous I was, the better I felt and the more successful I became. Call it Karma, the law of attraction, or the aura of being a giver. Whatever it is, it has worked in my life! I've never understood why you would hoard money and then very late in life or after you're dead, then become generous? You missed the fun, hopefully an 80- to 90-year generous ride! I rarely turn down a meeting with a friend in need or someone who is looking to chat. I consider that being generous with your most precious evaporating commodity—time.

There are so many things you can be generous with:

A. Airline miles. Crystal, my wife, is a Southwest Airlines flight attendant and every bit of one, just a ball of sunshine. She was flying with a great lady whose son was a backup QB for an NFL team and was going to get his first NFL start because his team had already clinched a playoff spot and the team was going to put their backups on the field for that game. The challenge was SWA didn't fly to Charlotte, NC, and both she and her husband had to be back to Dallas for work on Monday morning after the Sunday game. I had an abundant amount of American Airline miles, so we gave them two AA confirmed tickets to see their son play. As fate would have it, that team later went on to win their first Super Bowl that year and the signed football sent as a thank you still sits in our son Garrett's room.

B. Match Charity dollars. As a young salesman my boss Ben created a program one year that he would match with company dollars with any dollars the employees donated for needy families

at Christmas. I believe I gave \$500, which was a tremendous amount for me at the time, but the thought that my \$500 would turn into \$1,000 was just too exciting not to max out. Ben was shocked at the amount, but I felt so good knowing my money was being matched and would do exponential good. Once you look, there are many opportunities to donate money where matching funds are available. A few times a year, my local food bank has a donor who matches funds received during a small window of time. Many employers match charitable funds donated. You can always be the one who matches funds donated by others.

C. Donate products. We are fortunate to have a promotional products business (we put logos on things like shirts and hats etc.) I love donating gear to great causes or big birthdays like turning 40 or 50, cancer awareness walks, kids' sports teams, weddings, or supporting a cause important to a good friend. The amount of appreciation you get back is amazing! For whatever reason folks don't know where to get small amounts of custom printing koozies, T-shirts, etc. It's fun to help with causes that are important to others—really unforgettable to the recipient. Tommy Burdette, the salesman working for a distributor in the security business in Houston was coming to Dallas because his wife was doing a truly amazing event. This is a story about three great girlfriends. Unfortunately, Audrey, one of the girls got into a horrific car accident while going to Kinko's to make copies of a college paper. Audrey was fighting an 18-month battle and was in a wheelchair. Her two friends would be running the marathon, pushing dedicating themselves to 13.1 miles pushing Audrey in the wheelchair. So touched by this, we not only did custom Under Armour shirts for the three gals, but also for their spouses, a dozen friends, and family members and we also donated the use of our condo in Dallas for them to stay and enjoy themselves. It cost us very little to help make an awesome memory!

D. One of my best friends is Jim Zadeh. His father was an extremely generous man that emigrated from Iran to America with less than \$500 in his pocket. He became a doctor and did well, but his legacy that I learned more about at his funeral was how many people he had helped financially to come to America. When you look at how generous he was, how many lives he touched and how those people then had kids, it is truly amazing what one gesture can turn into. When Dr. Zadeh passed away, his family started a scholarship fund with the goal of helping one immigrant per year with a \$10K endowment. Seeing the legacy of a 92-year-old life motivated me to help a person come to America. Dr. Zadeh lived a generous life; he would never take money from me when he fixed an ailment. He would just say, "Do something nice for someone in need" and "thanks for being a good friend to my son." What an amazing legacy and a tremendous goal to be as giving as him.

The down side of being generous is you being a sucker and people taking advantage of you. I promise you I am taken advantage of all the time and at times it becomes challenging. It's just a byproduct of being generous, just like strikeouts are a byproduct of hitting home runs. Focus on the home runs of generosity. I often say that there are Givers and Takers in the world. The challenge is both Givers and Takers are seeking the same person; the Giver. At times, two Givers can't find each other because they each are being occupied by a Taker. I am blessed to be married to the sweetest Giver I have ever met. Whatever challenges I've incurred, the joy of generosity has been well worth it.