



October 23, 2007

Parental Wisdom – Emails

So you want to change the world?

One of the most beautiful compensations of this life is that no man can sincerely try to help another without helping himself.

-Ralph Waldo Emerson

There's a story you may have heard about David & Goliath. In case you're unfamiliar, the story is set in biblical times where a giant one-eyed-giant Cyclops named Goliath terrorizes a small town. All the warriors in the town tried to fight him and were quickly defeated. A young boy named David, armed only with a slingshot, volunteered to fight the giant. The townspeople looked at the brave young boy and said, "Look at the size of the giant and look at you, how could you possibly win?" David had a very different point of view. He said, "Yes, look at him. How could I possibly miss?"

That story is a myth. A myth by definition is an invented story, idea, or concept. But in reality mythical situations happen all the time. A single person can make a significant difference. What a wonderful lesson for our children, and a great time to discuss it.

Saturday, October 27, 2007 is [Make a Difference Day](#), the largest national day of helping others - a celebration of neighbors helping neighbors. Everyone can participate in this USA Today sponsored event.

The good news is that our kids want to help. Toddlers, according to Psychology researcher [Felix Warneken](#) proved the capacity for altruism emerges as early as 18 months of age with a simple experiment. 61% of 13- to 25-year-olds feel personally responsible for making a difference in the world suggests a survey of 1,800 young people. It says 81% have volunteered in the past year; 69% consider a company's social and environmental commitment when deciding where to shop, and 83% will trust a company more if it is socially/environmentally responsible. The online study -- by two Boston-based companies, Cone Inc. and AMP Insights -- suggests these millennials are "the most socially conscious consumers to date."

What great news. Need an idea? Here are two:

[The Idea Generator](#)

[The Future of Life Organization](#)

Talk about family fun!