

Kindness Often Overlooked

Most people are familiar with the fact that on Oct. 8, 1871, fire broke out in Chicago and claimed more than 200 lives and destroyed more than 17,000 buildings.

It has been sung about, and at least one movie has been made about that Chicago fire – not to mention hundreds of articles and thousands of news mentions.

But many people do not realize that on that same day – Oct. 8, 1871 – fire also broke out in Peshtigo, Wisconsin. That blaze claimed an estimated 1,500 lives and scorched 1.28 million acres of timberland.



Of course, the news media of the day were centered in and around Chicago, whereas Peshtigo was small and off the beaten path. Consequently, the attention was minimal. All of us would agree that the Peshtigo fire was significant, but because it didn't get the publicity, very few people are aware of the Peshtigo fire.

That's the way it frequently is in life. For example, Mother Teresa was world-famous for her incredible deeds and commitment to help those who could not help themselves. She shunned publicity and made public appearances only so that she could encourage people to make contributions to the cause that she dearly believed in.

Literally thousands of people are doing significant things every day to help a neighbor, a homeless individual, or those who do not have fuel to heat their homes or food for their tables. In Life Care and Century Park, each new day presents opportunities to impact the lives of our customers in small but meaningful ways.

Such silent angels of mercy – inside and outside of our companies – perform these acts of compassion because they believe they are their brothers' keepers. Their good deeds are done for unselfish reasons, not to get their names in a newspaper.

Big events or acts of service (big or small) don't always get public attention, but the true rewards are the joy and satisfaction of serving.

An important result? Be a difference maker for others and it will make a difference in your own life.

Do not neglect to do good and to share what you have, for such sacrifices are pleasing to God (Hebrews 13:16 ESV).

– Beecher Hunter