



A Referral Service connecting you with great Real Estate Agents while donating 50% of its revenue to non-profits helping homeless youth and families.

October 13, 2011

My Belief – My Pledge

In each of the Giving Pledge letters (www.givingpledge.org), we see that wealth has already been amassed and is now being freely and generously shared with others in order that lives can be changed. I'm not allowed to join this group. I don't qualify. But, that doesn't mean I can't make a similar pledge.

I know that this must sound arrogant and somewhat self-righteous. It does to me, as well. To stand here and make a proclamation that I am committed to donating 50% of gross revenue to nonprofits helping homeless youth and families sounds like some kind of advertising fluff or perhaps even the ruse of low-life, snake-oil salesman. To some, it might sound like, "Hey everybody, look at me!" Truthfully I must say that I'm apologetic to my very core for this impression. It's unlike me to make noise. I don't like the spotlight. I prefer not to draw any attention to myself - in any way! It embarrasses me. I believe things like this should be private.

I have, however, already promoted this idea on web pages and in blog postings. Today I'm converting these general statements into a personal pledge. This seems to make it more official. It's now a solid promise. It's now out there for anyone and everyone to examine closely. It's now easy for the world to call me out should I fail to deliver. I follow a blog written by Seth Godin. Recently, he mentions that in order to improve quality and responsiveness, put your name on it. I guess that's what I'm doing here – signing my name to it which effectively creates personal accountability.

I do not have a named 501(c)(3) foundation. I am unlikely to spend time "in the field" doing outreach and talking one-on-one to homeless kids and their families. I am not able to provide advice and hands-on assistance to those needing it. But I will commit to helping where I can. I believe that I should be donating to those who are called to fulfill the needs of our most vulnerable. It is not necessary for me to reinvent the wheel. But perhaps, I can help these wheels travel just a little bit easier by paving a few miles of the road. This is my goal. This is my intent. This is my obligation.

I know that whatever I claim in this life as my own is most certainly not my own. It is all a gift and I am grateful. I will prove that I am grateful by sharing. Years ago (12 to be exact) I made a promise to give 10 percent. It's now time to give a little more – 50 it is then.

With my signature below, I affirm my commitment to donate fifty percent of revenues generated by Responsible Referrals to nonprofits serving the needs of homeless youth and families.

Mike Taylor
Responsible Referrals / Meridian Concepts, Inc.