



“Now In Our 41st Year”

From the desk of David Simpson

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“All of the other pleasures in life seem to wear out; but the pleasure of helping others never does.”

- Julius Rosenwald (August 12, 1862–January 6, 1932)
- One time President and owner of Sears Roebuck

For quite some time, a great deal of emphasis for improving one's personal well-being has been put on a “self-care” approach – massages, long walks, setting boundaries, etc. These activities are, of course, to be embraced and enjoyed. However, studies show that people who do things for others are up to 25% happier than those who do not. Examples include: donating to a cause; helping an elderly person across the street; feeding the birds, planting a tree in a public place; or making space for someone to merge on the road. Helping in one fashion or another contributes more to mental health because it releases two hormones in our brains - dopamine and serotonin. These hormones provide you with feelings of pleasure, satisfaction, calmness, motivation and emotional stability. And most importantly, remembering these helping events at a later date brings back the joy you experienced in the original experience – something that “self care” does not do as effectively. In fact, studies have shown that practicing “self care,” much of which is sensory focused, can actually decrease feelings of well-being because the rewards are so fleeting and short term.

In the words of the Dalai Lama, “If you want others to be happy, practice compassion. If YOU want to be happy, practice compassion.”

Perform better!