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News Articles Offer Motivation to ‘Pay it Forward’

Daughter gains a pen pal thanks to inspiring story in *Insights*

Stories of great philanthropic effort have the power to motivate and inspire readers, and that’s exactly what happened with human resources manager Christine Babic from Brookfield LePage Johnson Controls Inc. (BLJC) when she read an article on the company’s internal news program *Insights*.

She was reading about some of her colleagues who were raising money for World Vision to sponsor children, which inspired her to get involved with the organization that’s committed to the poor.

“I thought (my daughter and I) could sponsor a child and she could have a pen-pal relationship with this child,” says Christine. “That’s something that recently happened for me.”

She’s personally experienced how articles in the *Insights*, which are written by Axiom News, can motivate people to lend support to a cause, so when one of her colleagues was organizing a food drive and soup kitchen to feed the homeless, she encouraged him to share his plans through the news service.

“I encouraged him to reach out to (*Insights*) because I thought it would give more exposure to what they’re trying to do,” says Christine.

“I think that the project itself really speaks to the values of the organization. It’s really great to see when our team members are going out and participating in these kinds of activities on their own.”

The articles showcasing the philanthropic and charitable actions make her proud of her colleagues.

“Whether they’re participating in a BLJC project or it’s something they’re doing on their own, I think that speaks to the quality of our team members,” she says.

“These are people who really do care about their own communities and giving back.”

She says she hopes her colleague’s story motivates others to get involved in their own communities.

“Maybe it inspires them to get out there and do something as well, either with their families or their communities — it’s kind of a ‘pay it forward’ sort of thing. You hear about it, you think it’s a great idea, and get out there and lend your support by volunteering or financial support.”

Axiom News publishes strengths-based stories daily to BLJC’s Intranet site, focusing on stakeholder engagement and is a proven way to highlight corporate values.

Read [more](#) on the experiences of other stakeholders with the news service.

If you have feedback on this story, please call the newsroom at 800-294-0051, ext. 29, or e-mail [ryan\(at\)axiomnews.ca](mailto:ryan(at)axiomnews.ca).