

# Connecting the World THROUGH CHRIST

by CHAD FIX

## Brothers and Sisters in Christ,

We live in a world where you get what you pay for. Lucky for us, our God is not a “you get what you pay for” god. Our God is the “you get what I paid for” God. We sure didn’t earn the Gospel and all it entails by luck or fate. It is simply a gift: a gift for us, not because we deserved it, but freely given because the Giver wanted to provide it for His own reasons.

As we enter a new year of ministry, opportunities, and challenges, I pause to reflect on what God is doing for Lutheran Hour Ministries through His gifts. One important way God has blessed us is through the gift of partners in the harvest fields. Around 365,000 individuals like you are currently connected to LHM through our resources or the sharing of your time, talent, or treasure in support of the organizational mission.

In addition, nearly 300 passionate, dedicated, and talented staff members joyfully share the hope of the Gospel daily. This unwavering commitment is one reason LHM was recognized in the Top Workplaces 2024 awards as published this past summer by the *St. Louis Post-Dispatch*. As the nation’s leading employer recognition program, Top Workplaces celebrates organizations for their people-first commitment to workplace excellence. It is extremely rewarding to have a respected independent agency recognize the quality of workplace that our team has worked so hard to build. Most important, we genuinely like working on God’s mission together!

God has maximized each of our individual gifts during the past year to allow people around the world to experience the Gospel through LHM programs, services, or materials nearly 235 million times each week. While this growing Gospel impact is a tremendous blessing, we know that God wants us to reach much further so the billions of people who woke up this morning in spiritual darkness can experience His transformative love. This is why He has provided us with the resources to expand ministry to Peru, Nepal, the Democratic Republic of the Congo, and Kyrgyzstan; embark on a bold plan for a multidivisional global mission rooted in localized regional leadership; and make additional ministry investments here in the United States.

As you explore this year’s ministry impact report, I hope you are inspired to see how your involvement is bringing the hope of the Gospel into people’s lives. Thank you for being a vital part of the LHM family!

*Your Partner in HIS Mission,*



Kurt Buchholz  
 CEO, Lutheran Hour Ministries

## A Year in Review



## HOW LHM’S GOSPEL IMPACT GREW IN 2024

Following are some ways in which LHM was abundantly blessed by God during the last year thanks to your generous support. To see a copy of our full annual ministry impact report, visit [lhm.org/report](http://lhm.org/report).

see next page





Impacting People

## GLOBALLY

LHM's **International Internship Program** is expanding global ministry more exponentially by uplifting the next generation of Christian leaders to do ministry in their local context, in their native language, in a specific way. Our first four teams in Peru, Nepal, the Democratic Republic of the Congo, and Kyrgyzstan completed training and began ministry in their home countries. Each of these ministry expansion teams consists of three local people—an intern focusing on children and youth ministry, another on digital outreach through social media, and one on multimedia content creation. These areas of outreach reflect the core of LHM's work around the world.



LHM's partnership with the SAT-7 satellite network continued with a fifth season of Arabic-language programming. *Catalyst* engages young adults from more than 20 countries throughout the Middle East and North Africa by fostering dialogue between four co-hosts and small, informal groups of young adults about topical issues relevant to the people living there. Largely unscripted, these discussions serve as a "catalyst" to encourage the audience to interact with trained evangelists who are staffing social media pages and response centers to answer questions and share more information about Christ's love. Airing five times a week for 26 weeks, *Catalyst* ranks among the top three most popular Arabic programs.

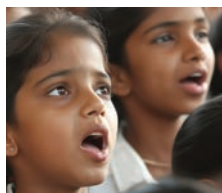
**LHM-Cameroon** celebrated the milestone of its tenth graduating class of participants from their successful Divine Sewing School. This holistic program transforms young women's skills—and lives—by training students on proven, marketable skills. The young women learn how to dye cloth, create



and cut clothing patterns, sew, and custom tailor their creations to financially support themselves upon graduating from the program. The relationships established during this long-term course help LHM staff and volunteers share their faith as trusted friends to these young women.

**LHM-Uruguay** reaches around 1,000 people each day through its longstanding "Messages of Hope" program. Using materials from CPH's *Portals of Prayer*, the program offers a Bible reading and invites recipients to reflect and meditate on those words, ending with a prayer related to the biblical message for the day. Fulfilling the staff's desire to introduce innovative strategies each year for providing this uplifting content, LHM-Uruguay started presenting the material in video format. This upgrade provides a more dynamic experience for daily WhatsApp messages and encourages ongoing interactions with new audience members.

When the summer monsoon season limited outdoor youth sports outreach camps, staff for **LHM-India** engaged young people through an online singing competition. Children across the country shared their talents by singing a Christian song and uploading it for the



competition that took place over a four-week period. The competition became so popular that it was expanded to include individuals of all ages who were divided into five categories totaling 175 entries.

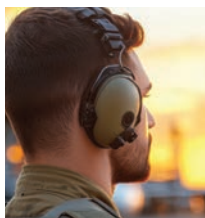


Impacting People

## THROUGH DIGITAL ENGAGEMENT

**Gospel Adventures™**: *Awesome Australia* took around 35,000 grade school- through middle school-aged children on this year's interactive virtual learning experience.

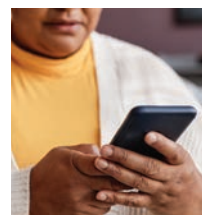
Through five days of free curriculum in two age-appropriate formats, kids learned about the foods, animals, people, and places of Australia while being introduced to kids just like them who carry their faith through day-to-day life. In addition to the successful classroom program, a second season of the **Gospel Adventures Show** provides fun, engaging, and meaningful audio content focused on a Gospel theme and Bible verse for parents and their young children. Each episode is available online, as a podcast, and on more than 55 radio stations across the United States.



The 92<sup>nd</sup> broadcast season of **The Lutheran Hour®** launched in September and included a new introduction and updated arrangements of "A Mighty Fortress" and "Lift High the Cross". The Lutheran Hour continues to proclaim the Gospel on more than 1,700 traditional radio outlets throughout North America in addition to being available online, as a podcast, and on platforms such as iHeartRadio, Spotify, and Sirius XM satellite radio. In August, the program celebrated 1,000 broadcasts on the American Forces Network for service members and women on U.S. bases and ships around the world. Special radio dramas for Easter and Christmas were also available online and offered to radio stations for airing during the Lent and Advent seasons.

A new "Connected by LHM" app allows individuals to get many of LHM's resources in one place on their Android devices or iPhones. In addition to being able to read and listen to LHM's Daily Devotions, users can also read and listen to The Lutheran Hour sermons, view Bible resources, and link to LHM's topical booklets, Bible studies, and more.

**Vivenciar.net** continues to be an instrumental platform for reaching Portuguese- and Spanish-speaking individuals worldwide. More people than ever are searching online for guidance on topics like stress, anxiety, depression, relationships, and other relevant issues. Vivenciar invites visitors



to download topical e-books, watch videos, and talk to LHM's team of 50-plus volunteers from throughout the Latin America and Caribbean region.

In the last year, around 255,000 people have accessed the platform and more than 5,000 started a conversation with volunteers for biblically based support and guidance.

Our "by Hispanics, for Hispanics" approach to crafting content continues to resonate with a growing digital-first Hispanic audience that is hungry for Christ-centered resources. On Facebook, **Para el Camino** has surpassed 75,000 followers and **Sentido Latino** is approaching 60,000; within a single month, the number of Para el Camino sermon plays quadrupled; and a single Para el Camino post quoting Isaiah 48:17 resulted in more than one million impressions, 15,000 likes, 2,000 shares, and 1,000 comments.







*Impacting People*

## RIGHT WHERE THEY ARE

**H**igh school students who want to share their faith with friends have a new resource: *Spiritual Conversations: Sharing Life, Faith, and Jesus with Friends*.

This curriculum was developed from LHM's partnership with Barna Group and ties into research gathered around *Spiritual Conversations in the Digital Age*. Through seven lessons, students learn practical and useful ways to talk to



friends about life and faith by interacting with one another, evaluating other high schoolers who role play conversations, and putting

these tools into practice together. The key to helping friends on their spiritual journeys is to listen well, so that they can recognize where they are on their journeys and respond graciously. Schools, Sunday school classes, small groups, and youth groups are all benefiting from this easy-to-implement—and fun—resource.

The latest *Nurturing Your Faith* Bible study wrapped up its five-session series



in the fall issue of LHM's corporate publication, *The Lutheran Layman*. *Patient Urgency* was written and hosted by Rev. Dr. Michael Zeigler, Speaker of The Lutheran Hour, and provided participants a closer look at the Gospel of Mark. It speaks to being patient and attentive in our witness to others while understanding there is an urgency to the message we share about Jesus.

*Called to Serve: Utilizing Your Gifts as Veterans* was developed from LHM's *Gifted for More* research conducted in

partnership with Barna Group, along with a specially commissioned study of veterans' gifts.

This research focused on the gifting of veterans and how they see their gifts being used—and useful—in life beyond the military. These important insights, combined with biblical teaching on how God has created each of us as a gift with gifts to share, serve to invite veterans into a community with others to utilize their unique gifts within their family, church, and community. As a small group Bible study, *Called to Serve* is intended to be hosted by a church with veterans in their congregations and community. The videos are supported by a leader guide that provides discussion questions and activities.

**The Hopeful Neighborhood Project** (HNP) from LHM was part of the first-ever faith track at the 2024 Neighborhoods USA (NUSA) Conference, a secular event which has been held for almost 50 years. HNP staff helped facilitate three different faith workshops with trusted partners to help attendees connect work and faith. HNP also continues to partner with the University of Missouri County Extension's Engaged Neighbor Program in support of Missouri Good Neighbor Week. In addition to asking for nominations for Missouri's most engaged neighbor and gathering reports on Acts of Neighboring throughout the week, the program added recognition this year to honor Missouri's most neighborly cities.



LUTHERAN HOUR MINISTRIES

# MINISTRY BY THE NUMBERS

*Numbers as of the end of Fiscal Year 2024 (May 31, 2024)*

## REACH

The number of times people around the world experience the Gospel through LHM programs, services, or materials each week.

**Nearly 235 million**



## RESPONSES

The number of times people intentionally provided contact information last year for follow up in response to LHM's culturally relevant outreach efforts.

**1,950,948**



## REFERRALS

The number of times LHM referred people to local churches and Christian communities last year for spiritual growth and nurturing.

**266,268**



## EQUIPPING

The number of times individuals completed an LHM ministry activity last year that equipped them to share their faith more effectively.

**418,961**



## ENGAGED CONSTITUENTS

The number of individuals who are actively connected to LHM through its resources or the sharing of their time, talent, or treasure in support of the organizational mission.

**364,994**



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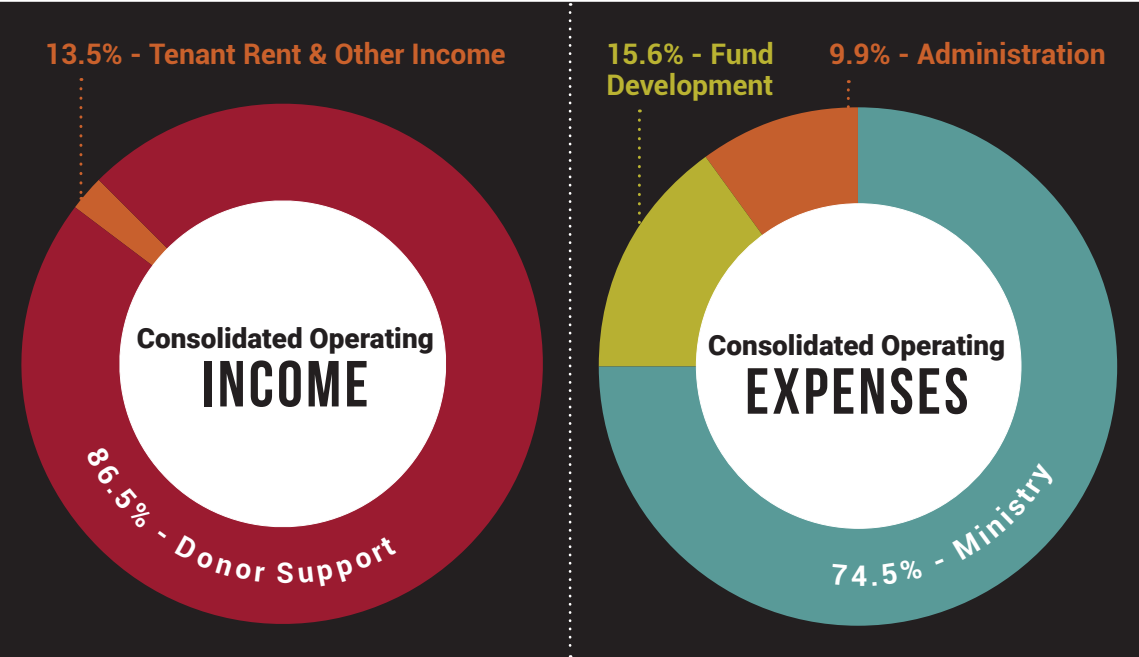
International Lutheran Laymen's League and Subsidiaries  
Consolidating Statement of Activities (in thousands)

Year ended May 31, 2024, with comparative totals for 2023

OPERATING SUPPORT AND REVENUE	INT'L LUTHERAN LAYMEN'S LEAGUE	LHM FOUNDATION	2024 CONSOLIDATED TOTALS	2023 CONSOLIDATED TOTALS
Donor support	\$30,395	\$466	\$30,861	\$36,232
Building tenant rent	1,044	-	1,044	1,055
Other income, net	986	2,783	3,769	(195)
Operating Income	32,425	3,249	35,674	37,092
OPERATING EXPENSES				
Ministries	27,711	-	27,711	28,345
Building tenant services	1,299	-	1,299	1,182
Administration and Fundraising	9,757	182	9,939	9,980
Operating Expenses	38,767	182	38,949	39,507
Operating Income in Excess of Expenses	(6,342)	3,067	(3,275)	(2,415)
Endowment and other fund distributions	979	(979)	-	-
Change in Net Assets	(5,363)	2,088	(3,275)	(2,415)
Net Assets, Beginning of Year	33,774	18,908	52,682	55,097
Net Assets, End of Year	\$28,411	\$20,996	\$49,407	\$52,682

Lutheran Hour Ministries is the registered d/b/a name for the International Lutheran Laymen's League.  
A copy of the full audit report is available online at [lhm.org/report](http://lhm.org/report).

The LHM Board of Directors and The Lutheran Hour Ministries Foundation want to thank you for being part of the LHM family in 2024. The work that we are blessed to do is only possible because of God's grace and the tens of thousands of passionate lay members and volunteers who partner with this ministry every day. Please continue to remember us in your prayers as we work to discern and follow the Lord's guidance for LHM.



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