South American Indians were indigenous to what is now Brazil. When the Portuguese discovered the area, they established sugar plantations and would rule the population for more than 300 years—which explains why Brazilians, unlike the rest of Latin America, speak Portuguese rather than Spanish. The nation's vast resources of gold and rubber made Brazil a wealthy world force over the centuries. In its tropical climate, you will find one-third of the world’s oranges and more species of monkeys than anywhere else.

Today, 208 million people call Brazil home. A nation renowned for its hospitality, Brazilians emphasize family and friendship. A favorite dish is feijoada, a stew of beans, pork, and beef. However, the culture remains well known for its popular samba music. Brazil is a producer of iron ore, soybeans, footwear, and transport equipment. Coffee is another popular product. In fact, coffee exporters dominated Brazilian politics when the country gained its independence in 1922.

Brazil has the largest Roman Catholic population in the world. However, atheism has become a growing trend among young adults near the population centers of Rio de Janeiro, São Paulo, and Brasília. This makes Gospel outreach among young, urban adults critical.

Lutheran Hour Ministries conducts outreach in Brazil through mass media, technology, and interpersonal channels.

Ministry Response

There is tremendous opportunity to share God’s love and reach out with the Gospel in Brazil. Lutheran Hour Ministries (LHM–Brazil) responds to the spiritual hunger across this South American country through a variety of strategies:

RADIO. We air a daily radio program on more than 100 stations around Brazil. The program, Five Minutes with Jesus, contains a brief reflection message, a moment of prayer, and a ministry resource. We have also developed a popular companion devotional book. These broadcasts also invite listeners to subscribe to Bible Correspondence Courses (BCCs) and interact on our digital platform, Vivenciar.net.

LIVE EVENTS. We partner with local congregations to present live events throughout the year. Each event includes a play, dance, and music. In these casual, pressure-free environments, volunteers can show the love of Jesus to those who attend, offering more information to those who do not know Him or are new to the faith. A week before each event, volunteers and musicians from the band visit the local community to create awareness and invite everyone to attend.
BIBLE CORRESPONDENCE COURSES. LHM–Brazil offers Bible Correspondence Courses to introduce the Gospel to people who don’t know Jesus, and to reinforce a biblical understanding for people who do. When someone responds to an outreach activity, LHM–Brazil will typically invite the respondent to begin a BCC as the next step in his or her spiritual journey. BCCs are available for both children and adults. One key avenue for promoting BCCs is LHM–Brazil’s radio broadcasts.

DIGITAL OUTREACH. Young adults gravitate to the internet seeking help, including millions who are curious—or have doubts—about Christianity. The Vivenciar.net website serves as our hub for digital outreach in Brazil and throughout Latin America. Through Vivenciar, we establish online relationships with individuals and provide biblically-based answers for their lives. Eventually, as God opens their hearts, we share the Gospel with them and guide them into church.

HOLISTIC OUTREACH. Providing practical care to those in need creates opportunities to demonstrate Christ’s love in action. It also opens the door to tell people about Jesus, the motivator behind that action. Working with local congregations in São Paulo, we deliver clothes, blankets, food, and personal hygiene products to those who are homeless or in need. We offer Christian resources, prayer, and counseling. We also visit individuals in prison, offering them the hope of Christ’s forgiveness. Many of them enroll in our Bible Correspondence Courses.

EQUIPPING THE SAINTS. LHM–Brazil conducts Equipping the Saints workshops to provide a new generation of Christians with practical ways to carry the Gospel into their local communities. After attending these sessions, believers feel more confident sharing the Good News with their neighbors and inviting them to local congregations. We continue to keep in touch with the participants to help them apply what they learned.

Impact

IN HER OWN WORDS: How God Used Lutheran Hour Ministries to Guide a Family Back to Church

Five Minutes with Jesus, a companion devotional book to our weekly radio program, is an effective outreach tool in Brazil. Recently, the Lord used the book at a critical point in Rosalyn’s life. Here is her story, in her own words …

On January 4, our second and long-awaited son, Sergio, was born, who came to complete our happy family. My husband and I received the visit of Pastor Virgilio, who came to bring us a word of encouragement. The pastor presented us with a copy of the Five Minutes with Jesus devotional book. I believe God used him as a missionary to rescue us.

My husband asked about a church in São Leopoldo. The next week my husband visited Pastor Flávio, who invited our family to go to a service. We were very well received there, which made us decide to return. We began to attend this congregation and meet weekly to study the Word of God.

It has been almost two months since we have been accompanied by our “new friends” from this congregation and learning from them a little more about God’s promises. We are taking classes, which has guided us to a better understanding of the Lord’s purpose for our lives and family. That is why we want to thank God, for the new opportunity He gave us.

*Letter condensed for length.