

SHARING THE HOPE OF THE GOSPEL During Uncertain Times

by MEGAN MCDANIEL

Brothers and Sisters in Christ,

Through the decades, God has continually used Lutheran Hour Ministries to bring messages of hope to the downtrodden, the lonely, and the lost. Each time, we have risen to the pressing challenges of that moment to proclaim the Savior with a world in need. If 2020 taught us one thing, it is that our mission to share the hope of the Gospel is more critical than ever.

As I look back on the last several years, I realize that God knew these days of chaos were coming. Nothing that happened in 2020 was a surprise to Him. But when we take a step back and look at things from

that perspective, we can also look with great humility at what He has done through advanced technology and LHM.

I strongly believe He has called us to step forward during uncertain times such as these. People need what we provide, and it is clear that God was preparing us for this moment. When we look at the products, services, and the blessings that we have been creating for God's church, for God's people, and for those who do not yet know the message of Jesus Christ, He has prepared us perfectly to be bold in this time. LHM's global ministry model has allowed us to

continue sharing the Gospel without interruption; we did not slow down our efforts or wait for the chaos to be over and things to return to normal.

As part of our global ministry family, you remain in my and our team's prayers now and always, that God might grant us a measure of comfort and lift us up in care and love for the sake of those who might be anxious, nervous, and scared.

Please explore this year's ministry impact report to see just a few of the ways God is working through you to allow hurting people, both Christian and non-Christian, to find hope, comfort, and relief in the Gospel. I

hope you are humbled to see how He uses our talents and treasures to make His Gospel known. With your continued partnership, we can make an even greater difference in the lives of the lost and the hurting.

Thank you for your ongoing prayers and support, as we all continue walking together as God's family through these trying times.

Your Partner in HIS Mission,



KURT BUCHHOLZ
PRESIDENT & CEO, LUTHERAN
HOUR MINISTRIES

A YEAR IN REVIEW

How Your
Gifts Helped
LHM Share
the Gospel
in 2020

Lutheran Hour Ministries witnessed exciting progress in 2020 for each of the four strategic ministry priorities outlined in our comprehensive five-year strategic plan. Following are some of the ways in which LHM was abundantly blessed by God during the last year thanks to your generous support.

ENERGIZE, EQUIP, AND ENGAGE Laity for Outreach

Our *Households of Faith* kit, based on year two of our three-year partnership with Barna Group, provided timely resources for nurturing faith with the spouses, children, parents, roommates, and even frequent visitors who spend time under our roofs. We also released the monograph for our third year of research with Barna titled *Better Together*. This research seeks to understand Christians who love their neighbors and their neighborhoods and want to make a difference right where they live.

Our COVID-19 resources page offered ready solutions when individuals turned to digital resources while spending more time at home. A video series with the Speaker of *The Lutheran Hour*, Rev. Dr.

Michael Zeigler, provided messages of hope and encouragement to viewers during uncertain times. Digital versions of **Project Connect** booklets brought messages of hope on relevant topics, three timely **LHM Learn** courses were made available to individuals without enrolling in the online learning platform, and **Daily Devotions** continued to be a popular resource for receiving daily messages of hope.

The second year of our successful **Gospel Adventures** visited Mongolia. *Go Mongolia* offered students in schools and in homes an interactive website with videos, two types of daily curriculum based on the children's age, theme music, and optional game and snack activities, all under an overarching biblical theme. More than 1,000 teachers, parents, and other educators registered for *Gospel Adventures: Go Mongolia*—giving nearly 35,000 students a firsthand look at how vast God's love is.

Last fall LHM and the Lutheran Laymen's League hosted the first LLL Virtual Event to allow members to connect, learn, and grow at in-person LLL events or online. More than 200 people participated, and plans are underway to offer these online events in the spring and fall each year moving forward.

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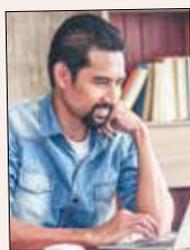
GROW GOD'S KINGDOM Through Expanded Media Outreach



On Oct. 2, we celebrated the 90th anniversary of the first airing of **The Lutheran Hour**. Today, the broadcast is heard on more than 1,800 radio stations in North America, combined with the American Forces Network, and touches the lives of one million listeners a week. LHM is constantly looking for new, effective platforms to expand the reach of this life-changing content such as iHeartRadio, Spotify, Amazon Alexa, Google Home, plus a Sunday morning timeslot on Sirius XM's Family Talk Channel 131.

This year's broadcasts featured several sermon series covering topics such as "Living with God: The Joseph Narrative," "The Exodus Sermon Series," "Households of Faith," "The Biblical Book of Daniel," and an Advent series titled "Loved and Sent." In addition, the Reformation Day weekend sermon was broadcast on *Main Street Living*, a television program airing in several upper Midwest states.

We have had good response to our podcast network including our newest podcast, **Speaking of Jesus**. Listeners mentioned they like hearing everyone on the panel's observations and insights within their conversations about life, Jesus, and what He means to them. Returning listeners come back each week because they know they will get something from each episode.



Para el Camino, our Spanish-language version of *The Lutheran Hour*, launched a new Facebook page. In just over two months, the page grew to more than 4,500 followers. **Sentido Latino**, our Spanish-language outreach program, also continues to grow and gain more followers. Both of these programs release original content through weekly podcasts and dedicated web pages.

BRING THE GOSPEL to the Unreached Around the World



All around the world, individuals are desperately searching for hope. This makes #HOPEABOUNDS a timely message since individuals around the world, both non-Christian and Christian, need to hear Christ's messages of hope, comfort, and love.

COVID-19 challenged our ministry centers around the world to adapt their outreach and program methods to include more mass media and digital offerings since many in-person events and gatherings were limited. While changes were made to these traditional face-to-face ministry approaches, doors were opened to new methods that promise to increase our engagements after the pandemic subsides.

A new television series produced through our ongoing partnership with SAT-7 debuted in November and is shining the light of Christ into the lives of hurting people in the **Middle East and North Africa**. The program, titled *New Light*, airs four times weekly on SAT-7's Arabic channel and has the potential of reaching tens of millions of viewers in more than 20 countries.

LHM-Guatemala hosted a video conference workshop for parents, developed Facebook Live events in partnership with **LHM-Puerto Rico**, and transitioned its **Project JOEL** program to a digital format. Since students were not able to attend Project JOEL activities normally held in local schools, the LHM-Guatemala team implemented an online project called "Facebook Talks" with the goal of students learning about topics such as improving self-esteem, decision-making, improving relationships with parents, the dangers on the internet, dating, school stress, and more.



LHM-Latvia developed a project titled #WhatDoYouDoInThisTime for inclusion on its web page and Facebook and Instagram accounts. Since April, they have posted one or two stories per week about individuals, church members, or LHM contacts that feature their job, thoughts, and how they see God at work during these COVID-19 circumstances. These stories show how God is helping people in their everyday lives during these unprecedented times.

ENGAGE COMMUNITIES in the Digital Mission Field

For years, LHM has been carving out digital spaces for open and honest conversations with non-Christians and those disengaged from the church about life, faith, and Jesus through **THRED**. By providing more "check-in" videos,



using familiar voices in dialogue-centered videos, and pointing people to relevant and thoughtful

Christian blogs on the website, THRED's content has been adapted this year to meet people where they are. In just the first week of "stay-at-home" orders last spring, views and engagement were up more than 1,000 percent.

THRED's new YouTube channel, *What Jesus Says About*, is just one platform that continues to build momentum. This channel has seen a significant increase in subscriptions and views over the past several months while people are spending more time at home. Prior to the pandemic, this channel was getting views in the hundreds; it is now in the thousands.

Members of LHM's Digital Conversation Team (DCT) are helping those facing difficult life issues or asking spiritual questions. The DCT is currently enlisting caring individuals who can spare a few hours each week to serve others online.

THRED has proven that the thirst exists for discussions about topical content in the online space, and similar platforms have been developed in other places around the world such as Latin America, Europe, the Middle East and North Africa, and Asia. In Latin America, our digital program, **Vivenciar.net**, connects all ministry centers in the region



through digital activities and personal interactions through the platform. This has been an important outreach tool since in-person evangelistic work/activities have not been possible in most of these countries. We also developed a **Vivenciar.net** blog to be more dynamic by offering articles for quick reading about specific timely relevant topics.

1,800+

North American
Stations Airing
The Lutheran Hour®

75,000+

Engaged Constituents

4,500+

LCMS/LCC
Churches Using
LHM Resources

288

Staff Members
Worldwide

60+

Countries
Reached by
Ministry

Bringing Christ to the Nations®

and the Nations to the Church

57,417

Annual Referrals
to Churches
and Christian
Communities

121,771

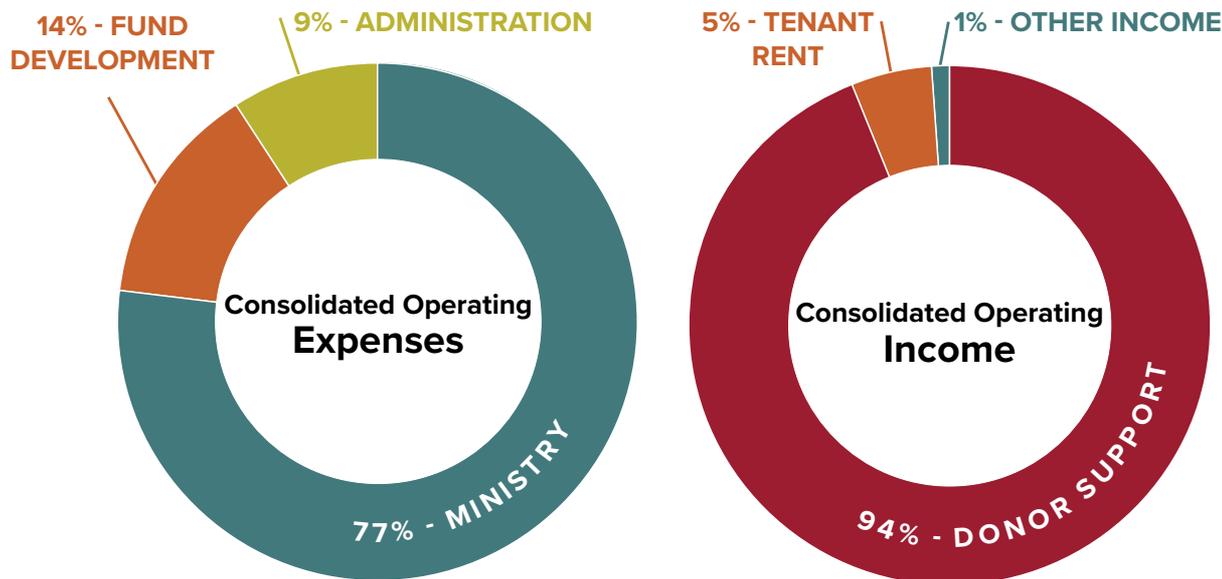
People Trained
in Evangelism
Last Year

968,086

Annual Responses
to Outreach Efforts

125 million+

People Reached with the
Gospel Globally Every Week



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

Year ended May 31, 2020, with comparative totals for 2019

OPERATING SUPPORT AND REVENUE	INT'L LUTHERAN LAYMEN'S LEAGUE	LHM FOUNDATION	2020 CONSOLIDATED TOTALS	2019 CONSOLIDATED TOTALS
Donor support	\$31,893	\$110	\$32,003	\$29,569
Building tenant rent	1,542	-	1,542	1,427
Other income, net	242	199	441	(48)
Operating income	33,677	309	33,986	30,948
OPERATING EXPENSES				
Ministries	25,458	-	25,458	23,842
Building tenant services	1,165	-	1,165	975
Administration and Fundraising	7,977	90	8,067	8,933
Operating Expenses	34,600	90	34,690	33,750
Operating Income in Excess of Expenses	(923)	219	(704)	(2,802)
Endowment and other fund distributions	1,118	(1,118)	-	-
Change in Net Assets	195	(899)	(704)	(2,802)
Net Assets, Beginning of Year	27,615	18,288	45,903	48,705
Net Assets, End of Year	\$27,810	\$17,389	\$45,199	\$45,903

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.

The LHM Board of Directors and The Lutheran Hour Ministries Foundation want to thank you for being part of the LHM family in 2020. 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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