



CHRIST'S CHURCH
OF THE CANYON

Week of June 7, 2020

Mid-week devotion

Lots of organizations and companies have value, mission, and purpose statements. What they stand for is explained and listed in a very easy to understand and succinct format. Maybe just a few sentences or bullet points that encapsulate the essence of the company. Take for instance Wal-Mart's purpose statement:

"To help people save money so that they can live better."

Easy enough. I guess Mal Mart equates extra money in your pocket with a happier life. Unfortunately, that's never been my experience shopping at Wal Mart but to each his own. How about Amazon's company purpose statement:

"It's our goal to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy on-line."

Today the Earth tomorrow the universe! Too, I don't quite get their symbol. Is it a crooked "smile" or a "bent arrow?"

At Christ's Church of the Canyon we too have a purpose statement. I do have to apologize though it's not very original. In fact, it's over 3,500 years old. I guess we're behind times. Never-the-less it's found in Deuteronomy 6:5. That section, Deuteronomy 6:5-9 is referred to by Jews as the "shema." It is recited twice per day by the devout Jews. Also, on many Jewish households as well as Christian homes a "Mezuzah" is affixed to a doorpost and in the Mezuzah is the Shema written on some form of paper.

What does the Shema say? The part that concerns us and our purpose statement is:

"You shall love the LORD your God with all your heart and with all your soul and with all your might."

The second part of our purpose statement is found in Matthew 22:39:

"You shall love your neighbor as yourself"

Not real catchy. I couldn't imagine presenting this purpose statement in a board room filled with high powered Madison Avenue executives. My guess is it would be met with lots of blank stares, frowns, and, "what do we pay you for??"

But, that's our purpose. To love God with our whole being and love our neighbors as we would be loved. Pretty simple really and here's the best part. It wasn't created in some marketing cubicle by an up-and-coming advertising executive jockeying for the corner office. Nope. God Himself gave it to us. It's purposeful. It's loaded with meaning. And, it gives specific direction. What a deal!

Manifold Blessings,
Pastor Wayne



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P.O. BOX #1747 WRIGHTWOOD, CA. 92397