

# For Such a Time as This: Purim, God’s Faithfulness, and Our Call to Stand with the Jewish People

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*Purim is more than an ancient festival—it’s a living testimony to God’s faithfulness, a call to courage, and an invitation for Christians to participate in gospel outreach among the Jewish people worldwide. Today, our ministry is engaging Jewish communities across 9 countries through more than 24 dedicated, locally-rooted representatives, and we invite you to join us in prayer and partnership for this important work.*

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## Why Purim Matters for Christians Today

As Christians, we sometimes overlook the significance and relevance of Jewish festivals like Purim. Yet, understanding Purim is not just about learning history—it’s about recognizing God’s ongoing work, witnessing His faithfulness in the face of adversity, and discerning our role in supporting the gospel’s impact among the Jewish people.

## The Story of Purim: God’s Hidden Hand in History

Purim is based on the Book of Esther, set in ancient Persia (modern-day Iran). The Jewish people faced a life-threatening danger when Haman, a high official, plotted to destroy them. Through a series of seemingly ordinary events, God arranged their salvation: Esther, a young Jewish woman who became queen, courageously revealed her identity and interceded for her people. The king permitted the Jews to defend themselves, and what was meant for harm was turned to good. Notably, God’s name is never mentioned in Esther, yet His guidance is clear throughout—a reminder that even when God appears hidden, He is still at work.

## How Purim Is Celebrated: Joy, Remembrance, and Generosity

For Jewish communities, Purim is a time of joy and celebration.

Here’s how it’s observed:

- **Megillah Reading:** The Book of Esther (Megillah) is read aloud in synagogues. Whenever Haman’s name is mentioned, the congregation uses groggers (noisemakers) to drown it out, symbolizing the defeat of evil.
- **Costumes:** Children and adults wear costumes, often representing characters from the story, celebrating the theme of hidden identity and God’s unseen hand.



- **Hamantaschen:** Triangular pastries, said to represent Haman’s hat, are shared.
- **Mishloach Manot:** Gifts of food are shared among friends, fostering community.
- **Matanot La’evyonim:** Charity given to the poor to ensure everyone can participate in the celebration.

These traditions reinforce Purim’s message: God’s faithfulness, the importance of community, and the call to generosity.

## **Purim and Today: Ancient Persia, Modern Iran, and the Call for Peace**

This year, Purim feels especially relevant. The same region—ancient Persia, now Iran—appears in today’s headlines, with tensions affecting Israel and the wider Middle East. A pastor friend serving in Israel recently shared how the echoes of Esther’s story are strongly felt: just as Haman sought to destroy the Jews, some modern leaders in Iran have used similar rhetoric.

Yet it’s important to recognize: the Jewish people differentiate between the Iranian regime and the Iranian individuals. There is no hatred toward Iranians as people; instead, there is a sincere hope for peace, reconciliation, and for the gospel to bring positive change to all nations in the region.

## **God’s Promises to Israel: Still Standing**

Some Christians wonder if God continues to work among the Jewish people. Scripture makes it clear: God’s covenant with Israel is still in effect. Paul writes, “The gifts and the calling of God are irrevocable” (Romans 11:29). The promises made to Abraham and his descendants have not expired. The gospel is “the power of God for salvation to everyone who believes, to the Jew first and also to the Greek” (Romans 1:16).

Replacement theology—the idea that the Church has replaced Israel—is not supported by Scripture. God’s faithfulness to Israel testifies to His character and forms a foundation for our hope.

## **Partnership, Not Paternalism: A Model for Sustainable Ministry**

Effective Jewish ministry is not about outsiders funding everything or creating dependency. Instead, it’s about empowering local leaders and communities of believers to serve their own people. Our ministry model is intentionally structured so that each regional team raises support from within their own country and community. This globally diversified, locally-rooted approach ensures that the work is sustainable and that no extra burden is placed on Christians in any one nation, including America.

When you pray for and partner with this outreach, you’re helping multiply the gospel’s reach to Jewish people on every continent—through workers who live among and understand the communities they serve.

## **For Such a Time as This: Our Christian Responsibility**

Esther’s courage is a model for us. She stepped forward “for such a time as this” (Esther 4:14), risking her comfort for the sake of her people. Today, we are called to:

- **Pray for Peace:** For Israel, for the people of Iran, and for everyone caught in conflict.
- **Support Indigenous Ministry:** Encourage and equip local leaders who are reaching Jewish communities with the hope of the Messiah.
- **Stand Against Misconceptions:** Reject replacement theology and embrace God’s ongoing work among the Jewish people.
- **Advance the Gospel:** View every moment—even times of uncertainty—as an opportunity to make an impact for the gospel.

## Ministry Impact: Reaching Jewish Communities Worldwide

Today, our ministry has over 24 dedicated representatives serving across 9 countries—Argentina, Australia, France, Germany, Israel, New Zealand, Poland, Ukraine, and the United Kingdom—actively reaching Jewish communities on multiple continents. Each of these regional ministries is intentionally structured to raise financial support from within their own countries and local communities. This means the work of reaching Jewish people across Europe, South America, Australia, and beyond is resourced by believers in those very regions—not solely dependent on American Christians.

**This globally diversified, locally rooted approach not only builds financial resilience but also ensures that the ministry is sustainable, culturally relevant, and effective in reaching Jewish people where they live.**

### An Invitation: Join Us in Prayer and Partnership

As we remember Purim and reflect on God’s faithfulness, I invite you to join us in prayer and partnership. Every prayer, every act of support, helps expand our reach and equips more representatives to bring the hope of the Messiah to Jewish people worldwide. Together, we can be part of God’s work—standing with the Jewish people, advancing the gospel, and making a lasting ministry impact.

*If you’d like to learn more or become a partner, visit*

[coach.wlbusch.com](http://coach.wlbusch.com).

*For if thou altogether holdest thy peace at this time, then shall there enlargement and deliverance arise to the Jews from another place; but thou and thy father’s house shall be destroyed: and who knoweth whether thou art come to the kingdom for such a time as this? (Esther 4:14)*

