

The Gift Crisis

How are you and your family coping with the gift crisis this Christmas? Never *heard* of the gift crisis? Tsk tsk. Denial is the first sign of trouble.



It's everywhere in our culture, and is the underlying premise for most Christmas advertisements we hear on radio and TV, such as: "I can't believe it's only 11 days before Christmas and I haven't found that *perfect gift* for Aunt Matilda. What can I do?"

"Why not head over to the Cheap Barn? There you're sure to find the *perfect gift* for that *hard-to-shop-for person* on your list."

Sound familiar? The flip side is simply this: We are so blessed in material goods, it's extremely hard work for many of us to come up with gifts for our loved ones that they actually 1) need, 2) want, or 3) can use.

So when you hear those tacky ads, say a prayer of thanks. Then consider alternative gifts that will go to people really in need: give a gift through one of the countless worthy organizations such as the Salvation Army, food bank or homeless shelter. Buy a goat, pig or tree from Canadian Lutheran World Relief. Send your loved one a card explaining that this year, his or her gift is making a big difference in the lives of a needy family.

Generosity towards the needy who cannot repay you... **that's the Christmas spirit.**

—Gleaned from *Stewardship of Life*, Ron Blezard



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