



*"There are more than 14,000 promises in the Bible – God has not broken one of them." ~ Anonymous*

In marketing, “brand promises” are extremely important. Through these assurances, companies are conveying their commitments to their potential customers. For instance, “Save money. Live better.” is a promise Walmart offers to its shoppers. Sadly, in the midst of this pandemic, numerous companies are having a difficult time fulfilling their “brand promises”. Whether that pledge entails speedy delivery, an incredible dining experience, or well-stocked shelves, our present circumstances continue to demonstrate companies’ inability to stand by their word.

Thankfully, we serve a God who is not bound by unforeseen disasters such as COVID-19. Instead, His promises are based upon His character. He is not only truthful and loving, but He is also all-powerful (omnipotent) - able to fulfill His vows. Deuteronomy 7:9 declares, “Know therefore that the LORD your God, He is God, the faithful God, who keeps His covenant and His lovingkindness to a thousandth generation with those who love Him and keep His commandments.” And 1 Thessalonians 5:24 reminds us that “Faithful is He who calls you, and He also will bring it to pass.”

This faithfulness of the Lord to provide for His people becomes an important reminder to the recipients of the Book of Philippians. In this brief letter, the apostle Paul expresses his deep longing for his friends in Philippi. How he missed their fellowship - a point that we can all appreciate! While the apostle was not quarantined because of a pandemic, he was isolated because of imprisonment for the Gospel. Over 4,600 miles away, Paul was incarcerated in Rome as he faced the strong possibility of capital punishment. However, it wasn’t death that was in the forefront of his mind, but rather, it was the Philippian believers (see Phil 1:23-26;

2:17-18). He was gravely concerned that they might lose hope and forget the promises of God. Paul reminds the Philippians of an important biblical truth: “And my God will supply your every need according to His glorious riches in Christ Jesus” (Phil 4:19).

This verse reminds the readers of the only one who is able to keep His promises - both now and for all eternity. In fact, so important is Philippians 4:19, that many scholars see this section as the climax of Paul’s letter. One scholar writes, the apostle closes with “a soaring utterance of trust and praise, that would leave the readers with a sense of incalculable blessings still ahead” (G. P. Wiles, *Paul’s Intercessory Prayers*, 105).

Note what Paul reminds the believers in Philippians 4:19:

- *This vow is based upon the Lord.* It is no coincidence that Paul begins with God. The only way we will have our physical and spiritual needs meet is by God’s grace and faithful love.
- *This promise is sure.* This is not a conditional assurance, but a vow that is guaranteed. The Lord *will* supply.
- *This truth is all inclusive.* Note the very important word, “every,” included in this verse. As the old saying goes, “All means all, and that is all, all means.” Based upon this epistle, it would appear to imply that the Lord will meet every physical and spiritual need we may encounter. The apostle Paul had experienced this truth in his own life. He writes earlier in chapter four, “I have experienced times of need and times of abundance. In any and every circumstance I have learned the secret of contentment” (4:12). Whether he was preaching to the masses or being beaten in the marketplace, Paul could testify firsthand of God’s amazing provisions!
- *This commitment from the Lord is beyond what we could imagine.* Paul indicates that God’s giving is based upon His glorious riches. The “riches” appears to entail both eschatological rewards and present provisions. The great missionary to China during the 1800s, Hudson Taylor, wrote, “When God’s work is done in God’s way for God’s glory, it will not lack for God’s supply.”
- *This promise is rooted in Jesus Christ.* Our standing before God stems from our relationship with Christ. In Christ, we are righteous for the praise and glory of God our Father. Thus, “we await a Savior from there, the Lord Jesus Christ, who will transform these humble bodies of ours into the likeness of His glorious body by means of that power by which He is able to subject all things to Himself” (Phil 3:20-21). The guarantee of God’s provisions rests not only in the present, but it is assured for all eternity because of Christ!

While we're likely to learn of additional companies unable to fulfill their "brand promises" in the weeks to come, may we be ever-mindful (and encouraged!) that our Lord keeps His promises. There is no fear of bankruptcy or closure due to a virus. Rather, as followers of Christ, we remain unmoved in the midst of this chaos. Why? Because we *know* that "all generous giving and every perfect gift is from above, coming down from the Father of lights, with whom there is no variation or the slightest hint of change" (James 1:17).