



# Biblical Foundations

## Heavenly Treasure

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*Do not store up for yourselves treasures on earth, where moth and rust destroy, and where thieves break in and steal. But store up for yourselves treasures in heaven, where neither moth nor rust destroys, and where thieves do not break in or steal; for where your treasure is, there your heart will be also.*

— **Matthew 6:19–21 (NASB)**

July 1886, pharmacist John Stith Pemberton, from Columbus, Georgia, invented Coca-Cola. In 1919, the Coca-Cola company went public. One share of stock purchased in 1919 for \$40, with all dividends reinvested, would have been worth \$9.8 million in 2012. That's a nice return!

When we invest our money, we hope for a good return. But if that return is measured merely in terms of more money and the material things money can buy, then the benefit of that return is temporary at best. When we graduate from this brief life into the next, we will leave behind all of the money and material things. And one day, planet earth and everything on it will be consumed with fire. None of it will last (2 Pet 3:10–13).

Years ago, a handful of people invested in a young evangelist named Billy Graham. In the late 1950s, Graham held an outdoor evangelistic rally which was televised. My mother, Shirley Talbot, watched it and responded to the gospel, embracing Christ's gift of salvation. Several years later, when I was a young boy, my mother shared with me that same gospel message and led me to Christ.

Many people invested in the work and ministry of Billy Graham. Some contributed relatively small amounts, while others contributed larger amounts. They all made an investment, making it possible for Graham to share the gospel with a large audience. And my eternal soul is just one dividend reaped as a return on their investment.

When I get to heaven, I hope to meet some of the people who made that investment and ensured that both my mother and I were able to hear the gospel message and receive the gift of salvation. I think they will enjoy knowing what came of those precious dollars they invested.

Investing for financial returns can be beneficial in this lifetime. Investing for heavenly returns is beneficial for eternity. Where are you investing your money?