

August 2025

Dear Brethren:

Jesus loves everyone! So what?

That is not just a flippant reply to a thoughtful assertion about God and His love for mankind. The question that follows is just as serious as the initial statement about God's love. Rephrasing it: *If it is true that God loves everyone, what does that actually mean?*

Many times, when someone states that he believes God loves everyone, what he is *really saying* is that he believes that God loves everyone, *and will offer salvation to everyone, no matter what they do!* In essence, these are ones who assert that commandment keeping (for example) is not required in order to please God. They might believe that it is OK if you choose to "knock yourself out" trying to follow all of those harsh dos and don'ts in the Bible, but in the end (they assert), it isn't necessary, because *God loves everyone!*

Is that concept based upon the real Truth? Is it an accurate assessment of the way God really views human beings and what it takes for Him to offer them eternal life in His Kingdom? We shall see.

God's Love

To begin with, is it true that God loves every human being? Yes, indeed!

For *God so loved the world*, that he gave his only begotten Son, that whosoever believeth in him should not perish, but have everlasting life. For God sent not his Son into the world to condemn the world; *but that the world through him might be saved* (John 3:16–17) [emphasis mine throughout].

For the grace of God that bringeth salvation hath appeared *to all men* (Titus 2:11).

In this was manifested the love of God toward us, because that God sent his only begotten Son into the world, that we might live through him. Herein is love, not that we loved God, but that *he loved us*, and sent his Son to be the propitiation for our sins (1 John 4:9–10).

No doubt, it is certain that God loves every human being that has ever lived or will ever be born, and that His great Master Plan for human salvation is rooted in that perfect love!

But, does God's love for us mean that He will accept us no matter what we do?

Will All Be Saved?

What does it mean that God loves "the world," as we read in John 3:16? We are all commanded *not to love the world!*

Love not the world, neither the things that are in the world. If any man love the world, the love of the Father is not in him (1 John 2:15).

Is God telling us not to love the world, even though He Himself loves the world, or is there a better explanation? As in many cases, the context clarifies all. God loves all human beings who are in this world. But, He absolutely hates sin and the evil that man practices (Psalm 5:5–6, 37:9–10, 73:27; Proverbs 6:16–19, 11:7). This *godly hate* applies not just to sins in times long past, but is prophesied likewise for the future:

For, behold, the day cometh, that shall burn as an oven; and all the proud, yea, and all that do wickedly, shall be stubble: and the day that cometh shall burn them up, saith the LORD of hosts, that it shall leave them neither root nor branch (Malachi 4:1).

Lest anyone believe that this was just that *old stern God of the Old Testament*, this was the very same being who became Jesus Christ (1 Corinthians 10:4)! Here is what Christ Himself warned for the end of this age:

Many will say to me in that day, Lord, Lord, have we not prophesied in thy name? and in thy name have cast out devils? and in thy name done many wonderful works? And then will I profess unto them, *I never knew you: depart from me, ye that work iniquity* (Matthew 7:22–23).

He that overcometh shall inherit all things; and I will be his God, and he shall be my son. But the fearful, and unbelieving, and the abominable, and murderers, and whoremongers, and sorcerers, and idolaters, and all liars, *shall have their part in the lake which burneth with fire and brimstone: which is the second death* (Revelation 21:7–8).

It sure sounds like this *loving Savior* of mankind is prophesying eternal damnation for certain ones, in spite of His sincere love for them all. How do we reconcile this?

Will God's Love Save You, No Matter What?

There is a reason that in spite of His love for humanity, God destroyed almost everyone alive in the days of Noah (Genesis 7:21–23). Then, later, He destroyed all of the inhabitants of Sodom and Gomorrah with fire and brimstone (Genesis 19:24–25). Unless we think that God is fickle in nature, we need to find a way to reconcile these facts. Jesus Christ prophesied that in the very last days, circumstances in the kingdoms of men would be exactly the same:

And as it was in the days of Noe, so shall it be also in the days of the Son of man. They did eat, they drank, they married wives, they were given in marriage, until the day that Noe entered into the ark, and the flood came, and destroyed them all. Likewise also as it was in the days of Lot; they did eat, they drank, they bought, they sold, they planted, they builded; But the same day that Lot went out of Sodom it rained fire and brimstone from heaven, and destroyed them all. *Even thus shall it be in the day when the Son of man is revealed. . . . Whosoever shall seek to save his life shall lose it; and whosoever shall lose his life shall preserve it* (Luke 17:26–30, 33).

Once again, it sure sounds like a lot of these people that God loves are going to die. How do we reconcile this in light of God's love?

Who Is It That Loves God in Return?

In any loving relationship, "it takes two to tango." There is no such thing as loving unity between two beings unless each one loves the other fully. The same is exactly true with God and His love.

Those who claim that God's love for us is *the end of the story*, are ones who fail to understand the fundamental way that God has set up His whole Master Plan upon earth. God gave man, 1) free choice to pick his own path—free moral agency, and 2) a rebellious nature that hates God by default. This sets up a no-win situation in which a human being is incapable of succeeding without some kind of external intervention. That external force is the indwelling Holy Spirit, given to those who are firstly, called, and then who, secondly, respond to that call, choose to be baptized, and then use that Spirit as a tool to fight the natural impulses all the rest of their days. These are ones who are willing to crucify the old self, creating new habits of behavior, *walking in the very footsteps of Jesus Christ*.

Proof of all of these facts above can be found in our many articles and sermons about the nature of man, and the real test for salvation that God has designed. It is the basis of *the real Truth* that we learned originally through the ministry of Mr. Herbert Armstrong, and it is *the only explanation that makes the whole Bible make sense from beginning to end*. If you do not yet understand these critical doctrinal points, you need to make a priority of studying those foundational teachings. Otherwise, you will surely err in drawing conclusions about how God is dealing with mankind.

In short, God wants to be loved!

Jesus said unto him, *Thou shalt love the Lord thy God with all thy heart, and with all thy soul, and with all thy mind*. This is the first and great commandment (Matthew 22:37–38).

This love for God is not just an utterance with the lips: "If ye love me, keep my commandments" (John 14:15). God requires evidence of true repentance!

My little children, let us not love in word, neither in tongue; *but in deed and in truth*. And hereby we know that we are of the truth, and shall assure our hearts before him (1 John 3:18–19).

Seek ye the LORD while he may be found, call ye upon him while he is near: *Let the wicked forsake his way*, and the unrighteous man his thoughts: and let him return unto the LORD, and he will have mercy upon him; and to our God, for he will abundantly pardon. For my thoughts are not your thoughts, neither are your ways my ways, saith the LORD. For as the heavens are higher than the earth, so are my ways higher than your ways, and my thoughts than your thoughts (Isaiah 55:6–9).

The only way to come to love God truly—when by nature our ways are not God's ways—is to *learn to put on a very different mind*. This is God's whole requirement.

Therefore *I will judge you*, O house of Israel, *every one according to his ways*, saith the Lord GOD. Repent, and *turn yourselves from all your transgressions*; so iniquity shall not be your ruin. Cast away from you all your transgressions, whereby ye have transgressed; and *make you a new heart and a new spirit*: for *why will ye die, O house of Israel?* For I have no pleasure in the death of him that dieth, saith the Lord GOD: wherefore turn yourselves, and live ye (Ezekiel 18:30–32).

Yes, why will any human being die ultimately? God has the power to grant eternal life to each of them. Therefore, if anyone fails, it will not be because God does not love him. It will be because that man *failed to show love for God in return!*

God's Love Is Only a Beginning

We must always remember another key doctrine understood only by God's true Church. That is the knowledge of the Family of God. Real salvation is to *become born into the Family of God*, becoming fully glorified members of that Family, and possessing *the very same power that God and Jesus Christ possess*. God is recreating Himself through human beings, which is why every single one of them was made in His very image (Genesis 1:26). Those who ultimately are born into that eternal Family will become God, *even as God is God* (Romans 8:16–17; Revelation 20:4).

That is another doctrine that the churches of this world hate. They call it blasphemy. Satan seeks to hide that Plan from mankind, and he has done a good job of it. But, God has revealed our true purpose to His called ones, and He wants us *never to be ashamed of seeking to receive that eternal reward*. These facts also can be proven through many of our articles and sermons. It is the entire reason for which you were born!

With that in mind, to whom will God grant to wield such awesome power in this universe? Will He give that God-level power to every human being, just because He loves them? Not a chance! The lessons of what happens when immortal beings rebel against God is shown in the history of Lucifer and all of those fallen angels (Isaiah 14; Ezekiel 28).

God, in His perfect love for us, will never allow one of those human beings *who chooses not to love God* ever to have to be restrained forever in outer darkness. In essence, the love of God for humanity is shown in His willingness to kill us, if need be! Does this shock you? It should not. God reserves the right to kill, and that, too, is a manifestation of His love!

See now that I, even I, am he, and there is no god with me: *I kill*, and I make alive; I wound, and I heal: neither is there any that can deliver out of my hand (Deuteronomy 32:39).

God kills, and yet *He is the very personification of love, at all times!*

Beloved, let us love one another: for *love is of God*; and every one that loveth is born of God, and knoweth God. He that loveth not knoweth not God; for *God is love* (1 John 4:7–8).

If any of these concepts trouble you, then it is evidence that you need to study what is the true nature of God, as well as His purposes in the kingdoms of men. He is indeed perfect, and every act recorded in the Bible showing God's specific intervention—as well as His choices not to intervene—is a manifestation of *the perfect love of God*. When you come to see these things as God sees them—not according to any false notion about God in this world's religions—then you will be able to know Him truly, and through His Spirit, to come to love Him as He loves you. It is the most awesome knowledge that a human being could ever possess.

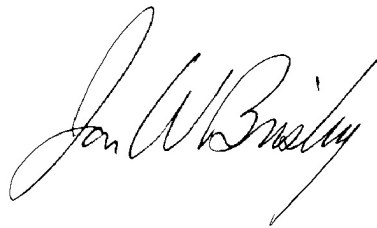
At the time of God's calling for each one of His beloved children, He will remove the veil that blinds him to this spiritual knowledge (Matthew 13:13–15), and then He will give him his *one opportunity* to be introduced to Him, and then to choose thereafter whether he will come to love Him and to seek to be like Him. The ones who do will be granted one of those Family offices in His eternal Kingdom. But, those who use their free choice to pick their own way instead will be mercifully allowed to go to sleep for all eternity. Every one of these acts is part of the perfect Work of a loving God.

He has a right to require fruits of true love toward Him:

He hath shewed thee, O man, what is good; and what doth the LORD require of thee, but to do justly, and to love mercy, and to walk humbly with thy God?
(Micah 6:8)

So, yes, God loves every single human being who has ever lived, or who ever yet will be born. But, so what? What does that actually mean? God's love for us is only the beginning. The ending has everything to do with our proving whether or not we will choose to love Him in return.

Yours most sincerely in Christ Jesus,

A handwritten signature in black ink, reading "Jon W. Brisby". The signature is written in a cursive, flowing style with a large initial "J" and a long, sweeping underline.

Jon W. Brisby