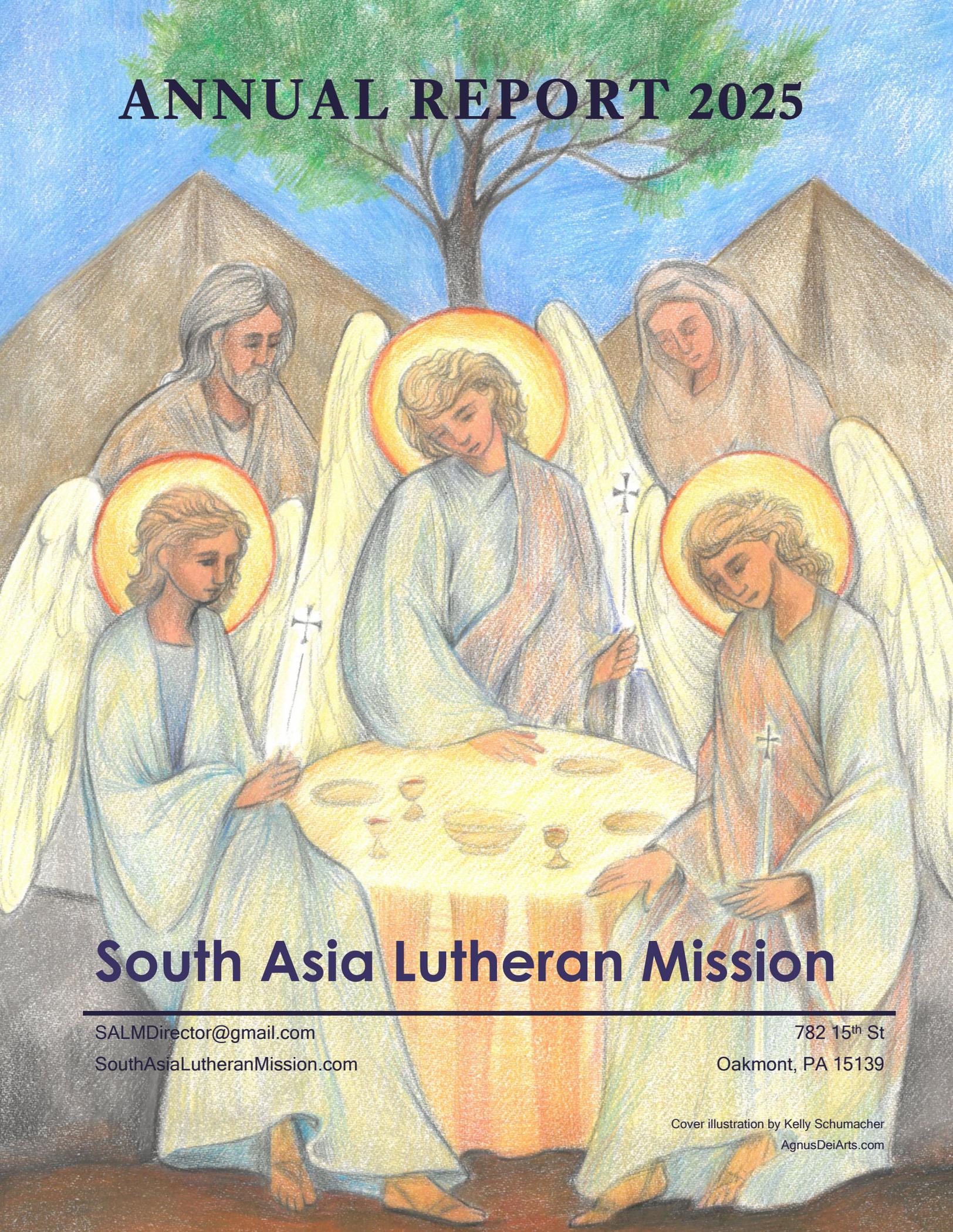


ANNUAL REPORT 2025



South Asia Lutheran Mission

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Cover illustration by Kelly Schumacher
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S A L M

SOUTH ASIA LUTHERAN MISSION

LETTER FROM THE PRESIDENT

Dear supporters of South Asia Lutheran Mission,

St. Paul writes, “For freedom Christ has set us free; stand firm therefore, and do not submit again to a yoke of slavery” (Galatians 5:1).

St. Paul is not wrestling against flesh and blood, but against the tyranny over souls by demonically inspired false religions and the indulgence of sinful flesh. They promise freedom from the troubles of life, but only lead people into greater sin and eternal death. Even groups claiming the title ‘Christian’ can subvert the name of Jesus to bind consciences to the false dream that salvation is earned, in whole or in part, by obedience to various laws and regulations.

God be praised that the Lutheran Confessions of the Holy Scriptures clearly and unequivocally preach the freedom of the conscience by faith in the Gospel of Jesus Christ. The Son of God, bearing our human flesh in the unity of his person, shed his blood to atone for the guilt of the world’s sin. By his resurrection, He sets his faithful free from the fear of death and imparts the hope of everlasting life. But how will the world know and believe unless they are taught the truth of Jesus’ triumph over sin, death, and the devil? To that end, the work of South Asia Lutheran Mission endeavors to make these evangelical resources that plainly articulate the saving truth available in as many languages and formats as possible. The Lord has used your generous support to make our work a success.

This past year the Lord has blessed South Asia Lutheran Mission with opportunities to help spread His Gospel through teaching and publishing. As you will read in this annual report, dozens of educational camps took place in India and Nepal to instruct pastors and church leaders about the significance of our foundational Christian writings including the Augsburg Confession and Luther’s Small Catechism. We have also seen our online presence have a greater impact this past year, reaching more than 9,000 viewers who gained access to our library of free resources. In 2025 alone, fourteen new titles have also published including resources in English, Urdu, Hindi, Tamil, and Sinhala.

Of particular importance is our goal to publish a People’s Edition of the 1580 Book of Concord in the public domain. This will greatly help our efforts to translate and make available a quality edition of our Confessions in a multitude of languages.

Our hope is that you continue to support these worthy efforts through your prayers and generous donations. We ask that you keep our director, Rev. Dr. Naumann, and his family in your prayers as he continues to organize and oversee the work. Pray also for our board of directors to help advise and encourage the work God has set before us.



Rev. Brian Flamme
President, South Asia Lutheran Mission
Pastor, Immanuel Lutheran Church, Roswell, NM

TEACHING

In 2025, SALM sponsored more than a dozen in-country educational camps in Nepal and India. Educational camps were offered for Luther's *Small Catechism* and the Augsburg Confession. There is great demand from the people to hear more!

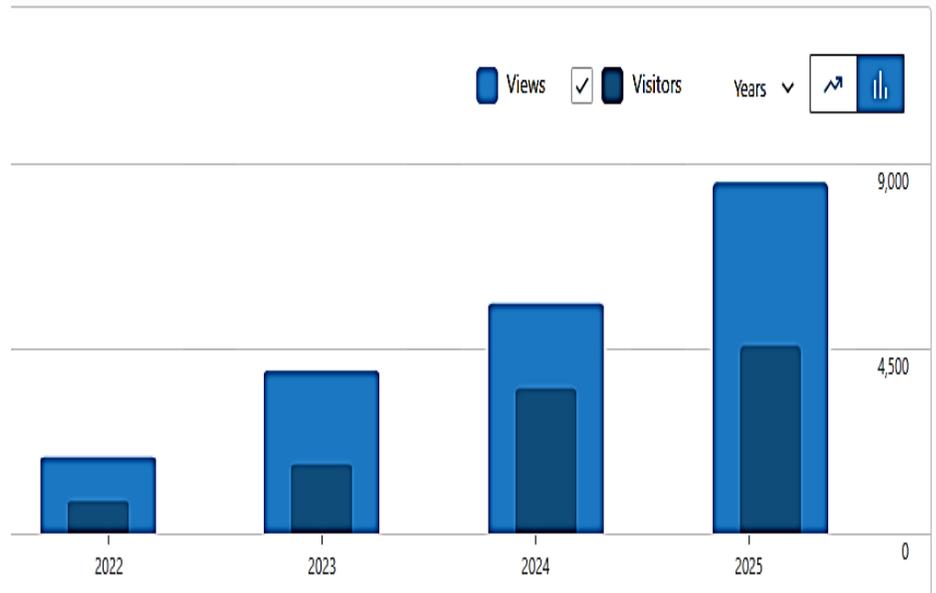
SALM helps pay for the travel expenses for the teachers, and the meals for these camps.



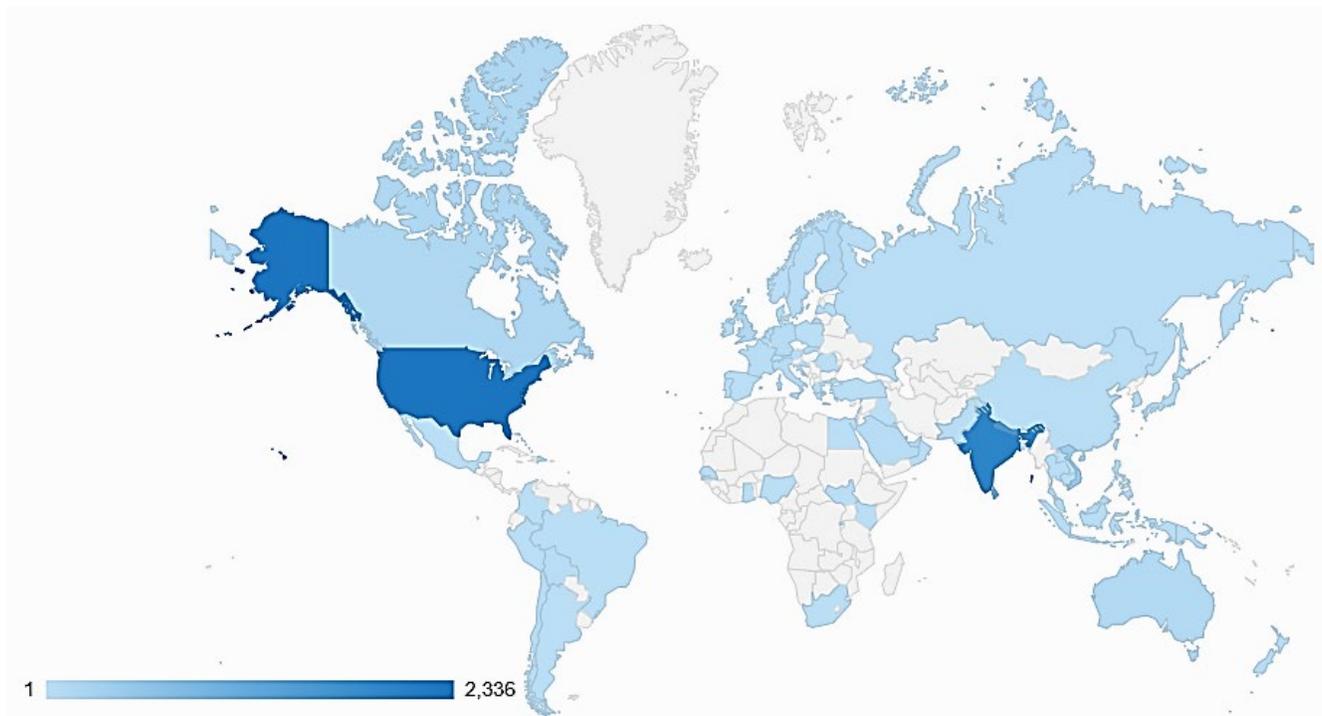
PUBLISHING

Website Publications

- 2025 saw another significant increase of website users, up from 2024.
- Each visitor on average is viewing more pages.
- The website is being accessed from all over the world!



WEBSITE USE BY COUNTRY IN 2025



Why is it so important to publish online?

- People in South Asia especially have good access to internet.
- Online retailers like Amazon.com are too expensive, or not available.
- Distribution of books is often difficult and costly. Online resources are all provided for free.

Global Publishing

- The resources provided freely online are also made available in print globally.
- Print and paper books are sold to retailers at cost price, and ebooks are made available for the minimum price of 0.99.
- 2025 was our highest volume of sales, of any year to date.
- Books were purchased by people in more than a dozen countries.

Year	Print	Digital
2022	63	2
2023	2,163	126
2024	588	170
2025	2,250	213

Local Printing and Distribution

- This year SALM again sponsored the local printing and distribution of books for all our teaching events,
- More than 3,000 books distributed in 2025, in the USA and abroad.

New Publications for 2025

In 2025 SALM published 14 new titles in print, most of which are also available as e-books.

1. God's Hand In Our Lives: Teacher's Notes for Lessons on the Old Testament
2. God's Hand In Our Lives: Primary Student Workbook for Lessons on the Old Testament
3. God's Hand In Our Lives: Secondary Student Workbook for Lessons on the Old Testament
4. God's Hand In Our Lives: Teacher's Notes for Lessons on the New Testament
5. God's Hand In Our Lives: Primary Student Workbook for Lessons on the New Testament
6. God's Hand In Our Lives: Secondary Student Workbook for Lessons on the New Testament
7. The Augsburg Confession in Urdu
8. The Augsburg Confession in Roman Urdu
9. How to Preach for a Funeral, in Hindi (Stephen Preus)
10. Christ for Us, in Tamil: Sermons on the Ten Commandments, the Creed and the Lord's Prayer (Rolf Preus)
11. Cómo Predicar para un Funeral (Stephen Preus)
12. How to Preach for a Funeral, in Malayalam (Stephen Preus)
13. Polycarp: The Letter of Polycarp to the Philippians and the Martyrdom of Polycarp, in Tamil
14. Polycarp: The Letter of Polycarp to the Philippians and the Martyrdom of Polycarp, in Sinhala

These are added to those that were previously published by SALM.

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Titles are now available in print through SALM.

Plans for 2026

As planned, our work in 2025 involved the production of English public domain texts, more than in previous years, while continuing to produce fresh translations of existing works.

In 2026 we will continue the push to produce English texts, which will provide a base for translation into other South Asian languages.

- Lutheran rites and liturgies are the highest priority for completion in the coming year.
- New illustrations by Kelly Schumacher, for children's materials.
- **Concordia: People's Edition** is now underway, with signed contracts in hand between SALM and our translator and editor. We have high hopes that the first documents will be available this coming year. You may have seen the advertisement for this project already, which is our most important and ambitious project to date.



Your help is needed to publish:

Concordia

PEOPLE'S EDITION

A new English translation of
the 1580 BOOK OF CONCORD

Translated from the original German
being professionally translated and edited, to be placed

IN PUBLIC DOMAIN

By the year of our Lord 2030.

From the Treasurer

2024 Income	85,070.86		
2024 Expenses		-70,744.29	
2025 Jan 1 Balance			37,874.52.
2025 Income	61,577.34		
2025 Expenses		-78,079.86	
2026 Jan 1 Balance			21,372.00

In 2025, we spent more than in 2024, especially on publications and teaching camps in South Asia, though we spent far less on sending teachers overseas.

In 2026, we anticipate increased expenses over what we spent in 2025, especially due to embarking on Concordia: People's Edition, and due to increased travel expenses.

This leaves SALM in a stable financial position entering the year 2026, but we will need to raise more funds than in 2025, in order to continue our work without disruption. May God provide!

Thank you for your generous support for the work of South Asia Lutheran Mission. Your financial gifts help to send teachers where they are greatly needed, and you enable us to provide educational resources in public domain, for all people to use freely without restrictions.

How to Donate

You can make a donation in two ways: by check, made out to SALM and mailed to:

South Asia Lutheran Mission
782 15th Street
Oakmont, PA 15139

Or by secure card payment, by visiting our website:
SouthAsiaLutheranMission.com/support

