

The image features a horizontal rectangular area with a teal-to-dark-teal gradient background. A diagonal line, starting from the bottom-left and extending towards the top-right, divides the area. The word "COUNTER" is written in a light teal, sans-serif font on the left side of the diagonal. The word "CULTURE" is written in a slightly darker teal, sans-serif font on the right side of the diagonal. The two words appear to be part of a single phrase, "COUNTER CULTURE", which is split by the diagonal line.

COUNTER CULTURE

WEEK ONE

**NIHILISM**

Meaning of Life

WEEK TWO

**PLURALISM**

Exclusivity of Christ

WEEK THREE

**EGOISM**

Selflessness

WEEK FOUR

**MATERIALISM**

Generosity

WEEK FIVE

**INDIVIDUALISM**

Community

**LUKE 12:16-21** <sup>ESV</sup>

And he told them a parable, saying, “The land of a rich man produced plentifully,<sup>17</sup> and he thought to himself, ‘What shall I do, for I have nowhere to store my crops?’<sup>18</sup> And he said, ‘I will do this: I will tear down my barns and build larger ones, and there I will store all my grain and my goods.’<sup>19</sup> And I will say to my soul, ‘Soul, you have ample goods laid up for many years; relax, eat, drink, be merry.’”<sup>20</sup> But God said to him, ‘Fool! This night your soul is required of you, and the things you have prepared, whose will they be?’<sup>21</sup> So is the one who lays up treasure for himself and is not rich toward God.”

HE HAD MORE  
HE GAINED MORE  
HE HELD ON TO MORE  
HE THOUGHT HE WOULD ENJOY MORE

**LUKE 12:16-19** <sup>ESV</sup>

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LUKE 12:20-21 <sup>ESV</sup>

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## MATERIALISM:

is the worldview that prioritizes the physical, tangible, and material. It is the belief that everything stems from the physical and there is nothing else.

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is the worldview that prioritizes the physical, tangible, and material. It is the belief that everything stems from the physical and there is nothing else.

Materialism asserts that possessions are of the utmost importance, which leads to selfishness, greed, and lack of perspective.

LUKE 12:13 <sup>ESV</sup>

Someone in the crowd said to him, "Teacher, tell my brother to divide the inheritance with me."

LUKE 12:13-14 <sup>ESV</sup>

Someone in the crowd said to him, "Teacher, tell my brother to divide the inheritance with me." <sup>14</sup> But he said to him, "Man, who made me a judge or arbitrator over you?"

LUKE 12:13-15 <sup>ESV</sup>

Someone in the crowd said to him, "Teacher, tell my brother to divide the inheritance with me." <sup>14</sup> But he said to him, "Man, who made me a judge or arbitrator over you?" <sup>15</sup> And he said to them, "Take care, and be on your guard against all covetousness, for one's life does not consist in the abundance of his possessions."

The image features a dark teal background with a central dark rectangle. Inside this rectangle, the text "LIFE DOES NOT CONSIST IN THE ABUNDANCE OF POSSESSIONS" is written in white, uppercase letters. The text is centered both horizontally and vertically within the dark rectangle.

LIFE DOES NOT CONSIST IN THE  
ABUNDANCE OF POSSESSIONS

LIFE DOES NOT CONSIST IN THE  
ABUNDANCE OF

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LIFE DOES CONSIST IN

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...I came that they may have life and  
have it abundantly...

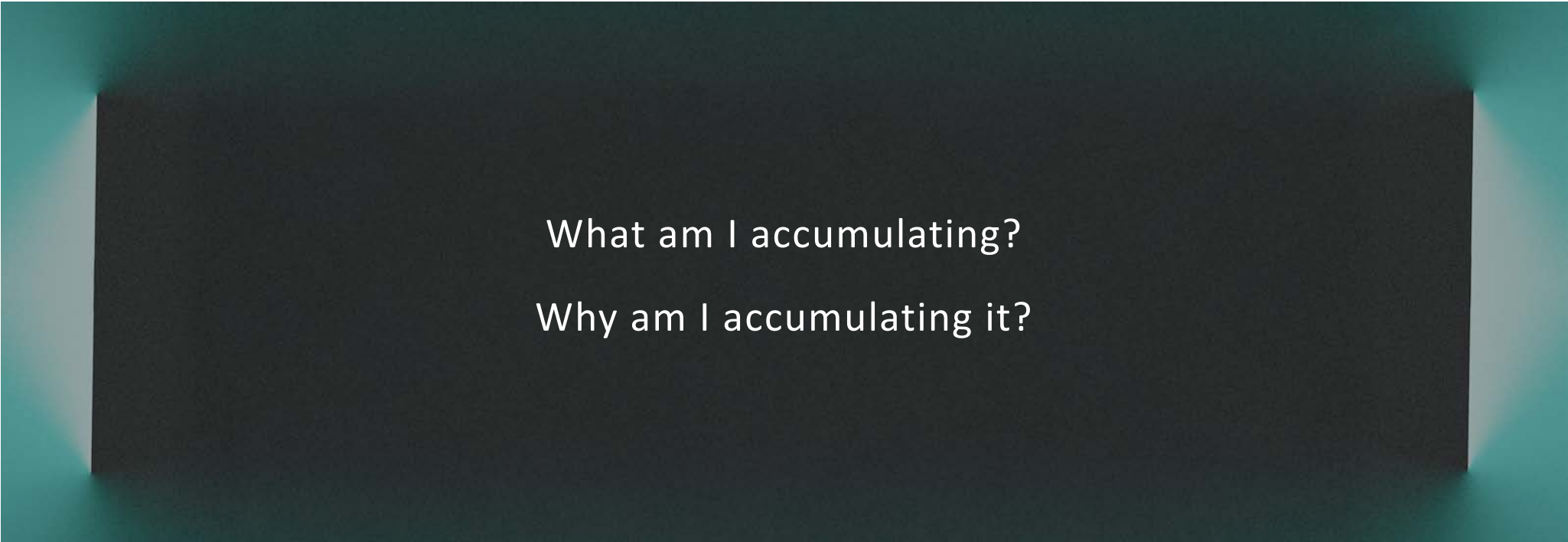
JOHN 10:10 <sup>ESV</sup>

*ABSTAIN*

WORLDLINESS

HOLINESS

*ENGAGE*



What am I accumulating?  
Why am I accumulating it?

50 50  
BY

...I came that they may have life and  
have it abundantly...

JOHN 10:10 <sup>ESV</sup>