

Alpha Canada

Year in Review





2021 was an amazing year, thanks to your continued support.

Thank you to the churches, leaders and volunteers we have the honour of serving and our faithful partners whose generosity makes Alpha in Canada possible.





Message from Shaila

2021 was an amazing year, dedicated to serving the Church in Canada amidst continued uncertainty and an ever-changing landscape.

God has been so faithful and we celebrate the 85,176 people who heard the Good News of Jesus on Alpha, both online and in person last year.

Although the ongoing pandemic has resulted in a lower number of Alphas and churches running Alpha, we were delighted to discover the number of Alpha guests increased. This makes us hopeful that through these ongoing challenges, we can help the Church rediscover the joy of evangelism and reach thousands more people in Canada.

Re-imagining evangelism in Canada

Over the last two years, we learned that while evangelization has not been a priority for the majority of churches, the perceived apathy and hesitancy around it has more to do with the language used and the methods used to share the gospel. We recognized that we needed to take a deeper look at the evangelistic temperature of the Church in Canada to more effectively respond to the needs of the Church.

Our work with Flourishing Congregations helped us determine the current cultural moment and barriers to evangelization. We launched this research through the Life Shared Summit, an online gathering with leaders from across Canada, that allowed us to explore these topics, share ways to move forward and pray together.

Encouraging and equipping church leaders

Over the last year, we have embraced and leveraged new hybrid models of Alpha so that we can continue to serve the Church as their needs change. We had the privilege of hosting more than 40 online events for over 7,500 church leaders to better equip and inspire them, with each event being a response to a need articulated by the Church. We were also able to serve leaders through one-on-one coaching with individualized support, leader cohorts (online and in person), and the launch of our new Alpha Masterclasses.

Reviving evangelism in Generation Z

I am in awe of the next generation and celebrate the 23,142 students who experienced Alpha for Youth in Canada in 2021. Gen Z is a generation passionate about being heard and sharing their faith with others, and it caused us to

ask the questions, what motivates them? What trends are impacting how they share their faith with their friends?

In partnership with The Barna Group, we conducted a new study, "Reviving Evangelism in the Next Generation," to help us better understand Gen Z, their motivations, and how to effectively encourage and equip them to share Jesus with their friends. This invaluable resource has helped youth leaders foster a passion for evangelization in young people who are eager to share their faith with their friends, but feel ill-equipped to do so.

The new LIFE ON PURPOSE Series was created as a direct response to the needs expressed by youth workers and students who recognized a gap within their youth ministries. Since the launch of this new series in February 2022, it has been downloaded over 1,000 times.

God's provision

We are grateful for the many faithful financial partners of Alpha Canada. We came in just under our annual fundraising goal in 2021, but we were fortunate to receive the wage subsidy this year from the Canadian government. Our Christmas Campaign exceeded our goals and continues to be a wonderful way for friends to partner with us.

Moving forward, together

As the world continues to adapt and change, so will we. We will continue to be guided by the Holy Spirit and work to be innovative and attentive to the needs of the Church. I am looking forward to the year ahead and seeing all God is going to do through Alpha and the Church in Canada.

This report lays out all the incredible things God has done in the last year with messages of celebration and hope from the Alpha team. Thank you for being a part of Alpha and supporting us in making 2021 an amazing year of transformation in the lives of so many.

Thank you for your partnership.

Love,

Shaila Visser, National Director

Celebrating your impact

Your partnership gives thousands of people across Canada the opportunity to explore a relationship with Jesus through Alpha.



85,176

people heard the
Good News of Jesus on
Alpha in 2021



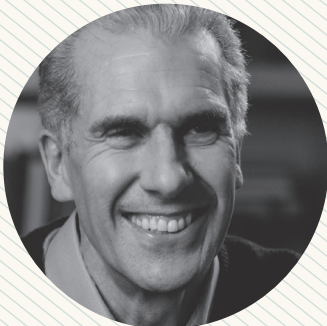
26,540

people began or restored a
relationship with Jesus on
Alpha in 2021



1,240,795+

people in Canada have
experienced Alpha



“ Over the last 30 years, 28 million people have done Alpha, and we continue to hear many wonderful stories of lives transformed. With Alpha now available to run online, we have been able to reach more people than ever before with the Good News of Jesus - and we have been amazed to see just how well it works. We are thankful for all that God has done through the work of Alpha and look forward to all that is to come as we continue to develop new ways to reach those who don't yet know Jesus.

NICKY GUMBEL, CHAIRMAN OF THE ALPHA INTERNATIONAL BOARD AND
VICAR OF HOLY TRINITY BROMPTON, LONDON, UK



Lisa's Story

“I don't even know who I was before knowing Jesus. I am a new person.

LISA, ALPHA GUEST, LONDON, ON

Lisa grew up identifying as an atheist. She lived a life defined by negativity, pessimism, and anxiety. She had a deep need to control every aspect of her life. Failing to hold onto that control and being overcome by sadness and stress, she was pushed to the point of giving up. Life became too difficult to handle.

It was at this point that she realized she needed more, that she would

never be able to make it out of the pit she was in on her own.

“I had to climb out of this deep dark hole and at that point, I surrendered. I know now that it was God I was surrendering to.”

Lisa attended church alone, sat at the back, and kept to herself. She needed reassurance that she was where she needed to be. She joined Alpha to find

answers to her questions and it was during the Alpha Weekend that she experienced Jesus and the Holy Spirit for the first time.

Since encountering and welcoming Jesus into her heart, everything about her life has changed. She surrendered all control to him and is now filled with joy and positivity she had never experienced before.

Equipping the local church

Our desire is always to respond to the needs of the Church as quickly as possible and provide new resources, training and the support they need to run Alpha well and reach their communities.

4,056
Alphas run

2,693 online Alphas

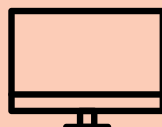
(includes hybrid Alphas)

1,363 in-person Alphas



1,951

churches and organizations
ran Alpha



44

online church
engagement events



7,584

leaders trained through
online events



A MESSAGE FROM OUR NATIONAL DIRECTOR OF CHURCH EXPERIENCE



I am humbled by the amazing leaders from coast to coast who allow us to guide them through their Alpha experiences. It's inspiring to hear stories of creativity and innovation, resilience and determination, and to celebrate with them as guests welcome Jesus into their lives for the first time.

In 2021, we had the privilege of journeying alongside 1,951 different churches and organizations as they hosted over 4,000 Alphas across Canada. As a way of equipping

and resourcing those who offered leadership in all of these different expressions, Alpha Canada hosted 44 different online events covering a wide range of topics to over 7,500 guests who logged on!

Beyond equipping and training larger groups, our team was also able to connect virtually one on one in 356 coaching sessions throughout the year. Our digital support team responded to over 4,700 messages, serving over 2,500 Alpha leaders, teams, and guests. We also helped bring leaders together in 43 different Alpha leader cohorts, as we were able to hear the Church come together to pray, support, and lead one another.

- Tim Teakle

Empowering and developing new leaders

Alpha is only possible because of the thousands of dedicated volunteers who faithfully give of their time and gifts to run Alpha and invite their friends and family to join.



“ We can only facilitate, watch the videos, and go through the questions. But really, it's Jesus and the Holy Spirit doing the work through Alpha.

AIDA, ALPHA LEADER, VANCOUVER, BC



28,392

individuals were activated in evangelism in churches across Canada

Alpha in a Catholic Context

A MESSAGE FROM OUR CATHOLIC CONTEXT NATIONAL DIRECTOR



There is so much hope in the Catholic Church across Canada, where we have seen over 200 parishes leverage Alpha to introduce more people to Christ, perhaps for the first time. Over the last year, we've heard incredible stories of hope from Vancouver, Montreal, Toronto, Halifax, and many cities in between.

In 2021, over 650 Alphas were run in Catholic churches, and many initiatives were started, planned, and are still underway. We were able to equip Catholic leaders across the country through

online training sessions and in partnership with Divine Renovation. We also began our work on our first Masterclass series in a Catholic context that launched in January 2022. It is a joy to serve the Catholic Church in Canada and witness the work Jesus Christ is doing through them.

- Ed Zadeiks



“ Building a culture of Alpha in our parish has truly given our community a reinvigorated sense of this mission and why there's nothing better to zero in on.

FATHER MARK MCGUCKIN,
ST. JOSEPH'S PARISH,
PORT MOODY, BC



656

Alphas run in a Catholic Context



232

Catholic parishes ran Alpha



11

Catholic online church engagement events

Alpha for Youth

Empowering students, resourcing youth leaders and reaching the next generation.

A MESSAGE FROM OUR ALPHA FOR YOUTH NATIONAL DIRECTOR



Over the last two years, Alpha Canada has paid specific attention to Gen Z and how they engage in evangelism and mission. Through various studies and national research, we discovered that although Christian youth today want their friends to know Jesus, almost 1 in 10 feel ill-equipped in the area of evangelism. In response, we set out to equip the Church and youth leaders with the

resources needed to empower the next generation of evangelistic leaders.

We designed the LIFE ON PURPOSE Series to catalyze this generation of students in mission and evangelism. We have been, and continue to be, blown away by the results. Thousands of students have already engaged with the series and are being mobilized to reach their friends with the gospel, start prayer groups in their schools, and run Alpha for their friends.

I am in awe of what God continues to do in the next generation of world changers!

- Tim Gonsalves



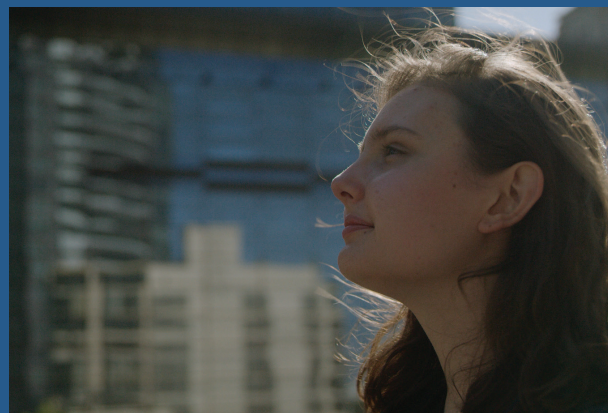
1,102

Alphas for Youth were run
(including 72 student-led Alphas)



23,142

students
experienced Alpha



FLORA'S STORY

“I always try to talk to my friends about Jesus but they’re distracted and always on their phones. It’s hard to find an opportunity, but inviting them to Alpha was so exciting.

FLORA, STUDENT, TORONTO, ON

For Flora, the pandemic meant she was missing out on so many irreplaceable memories and moments as she completed her high school education. She missed out on the big moments she’d dreamed of. Despite the disappointment, she remained focused on her goal to introduce more of her friends to Jesus.

After many rejected attempts to start an Alpha for Youth at her school, being asked to join one at her church was an answered prayer. For many, the pandemic created another barrier to sharing faith, but for Flora, running an Alpha for Youth online created a unique opportunity to engage with even more students, and Flora used that opportunity to invite as many peers as she could.

Flora’s youth pastor, Jackson, had little hope and wasn’t expecting a big turnout, but was floored by the number of students who attended and were excited to learn more and talk about Jesus.

“One student said that God had laid this on her heart to invite friends, to take initiative and ownership, and with that one student, she invited dozens of friends and had new people attend every week.

JACKSON ROGERS, STUDENT MINISTRIES PASTOR,
STONE CHURCH, TORONTO, ON

REVIVING EVANGELISM IN THE NEXT GENERATION

What Gen Z believes about evangelism

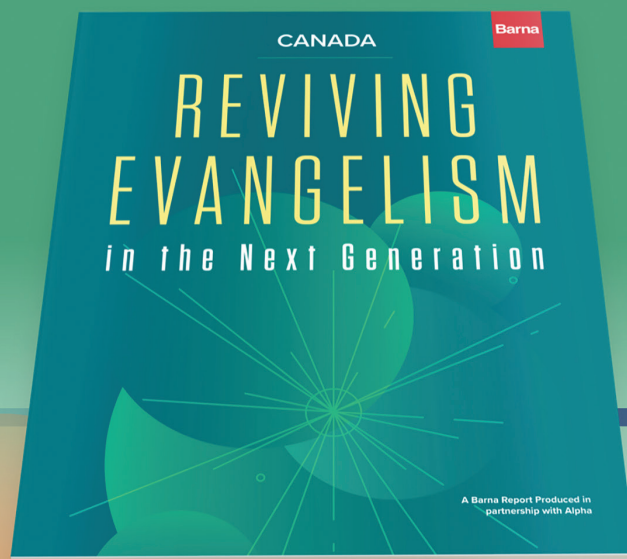
Reviving Evangelism in the Next Generation was a study of Canadian youth created in partnership with The Barna Group. It evaluated emerging trends that are already impacting students across Canada and how they share their faith.

47% of Christian Gen Z believe that **actions speak louder than words** when it comes to evangelism. They believe that their daily lives should be the primary form of witnessing to others.

79% of teens believe that **sharing one's faith is relational** and is something to be done with people they know and trust.

44% of teens believe that the **primary goal of a faith conversation** with someone from another faith should be to better understand each other.

alphacanada.org/nextgenbarnastudy



“ I’m so encouraged by their heart to serve, to do something. I see in this young generation that they’re good at identifying problems; they truly wholeheartedly believe that they can solve them and make a change.

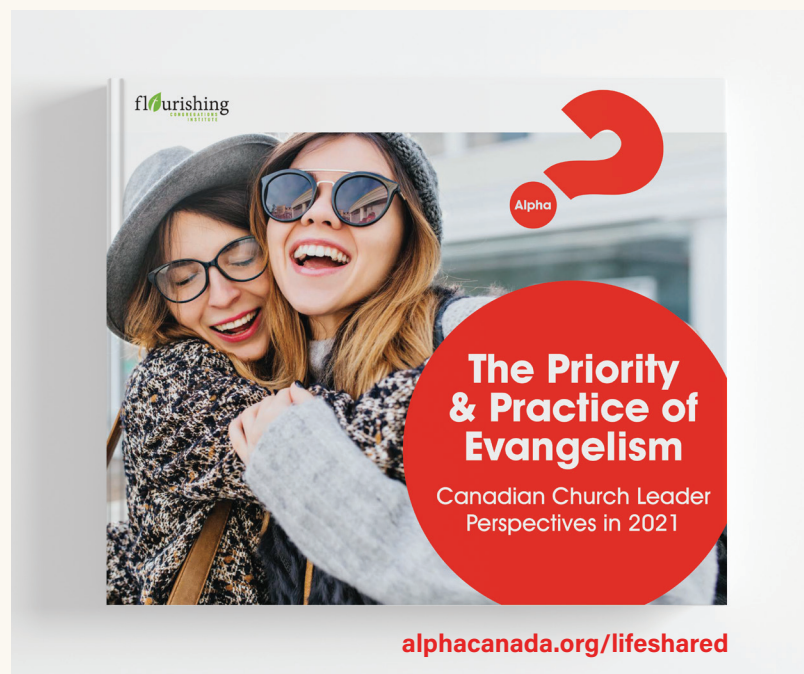
KEITH NATH, YOUTH PASTOR,
COASTAL CHURCH,
VANCOUVER, BC

Re-imagining evangelism in Canada

THE PRIORITY AND PRACTICE OF EVANGELISM

Canadian Church Leader Perspectives in 2021

This survey explored the attitudes, behaviours, and experiences surrounding evangelization from the perspective of Canadian church leaders across theological traditions and Canadian regions.



We think we're doing better at evangelism than we are (or we're not as evangelical as we think we are).

Around **10-15%** of churchgoers are new to faith, but church leaders believe that between **16-50%** of their members were introduced to Jesus through their ministry and not evangelism.

The most encouraged and practiced method of evangelism is through showing, not telling.

45% of churches encourage congregants to show their faith through their daily lives and actions.

58% of church leaders say they demonstrate faith through actions.

Most churches are not prioritizing or equipping for evangelism.

65% of church leaders don't consider evangelism to be a priority in their church.

55% of Canadian congregations are not equipped for evangelism.

LIFE SHARED SUMMIT

The Life Shared Summit was a celebration of the work of God in our nation and an urgent call for the Church in Canada to make Jesus' last commandment — making disciples — our first priority. It was a unifying online event that brought together people from many different denominational traditions from across the country.

The event, hosted by Shaila Visser and Jason Ballard, and in partnership with over 25 organizations, took place in September 2021. During the event, we presented the research done in partnership with the Flourishing Congregations Institute at Ambrose University on the state of evangelism in Canada.



800

leaders in attendance

A MESSAGE FROM OUR NATIONAL DIRECTOR OF CHURCH ENGAGEMENT

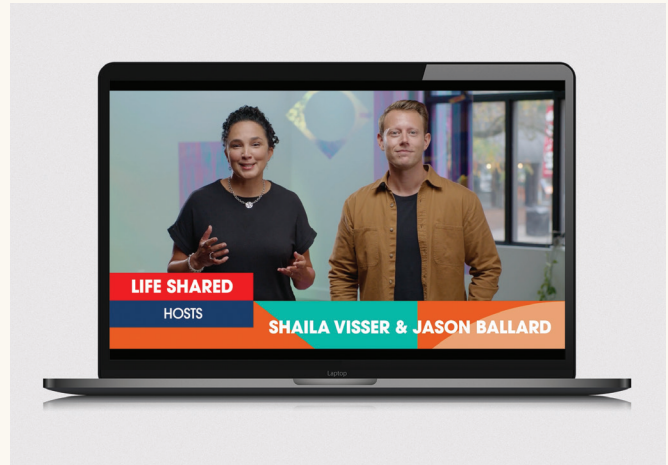


This has been an especially challenging season for church leadership. Like many of us, they have felt the toll of not being able to meet physically yet are called to shepherd and care for their people. They pour out their souls to serve, and I am so honoured to be in a position where we, here at Alpha, can facilitate opportunities for pastors to reconnect with and encourage one another and to

experience God's love through radical hospitality, prayer, and moments of encounter.

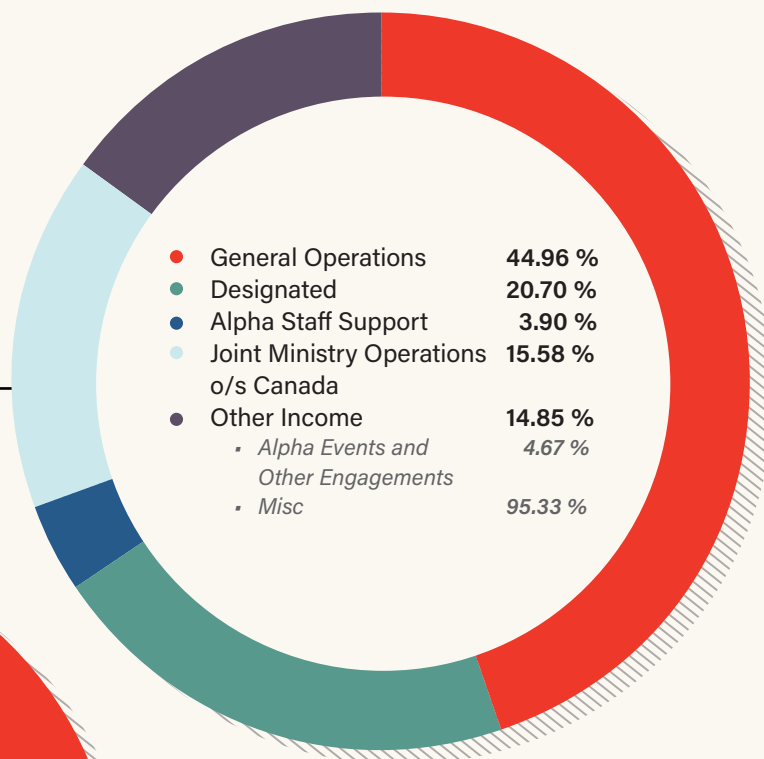
Our goal is to not only support churches in their mission but also their leaders. Through virtual and in-person gatherings (when possible), we created a space where leaders could come together and experience unity in Christ. It is an honour to witness the revitalization and renewal at these gatherings. As church leaders connect with the Holy Spirit, we witness the transformative impact for them and the wider church communities they serve.

- Ryan Moffat

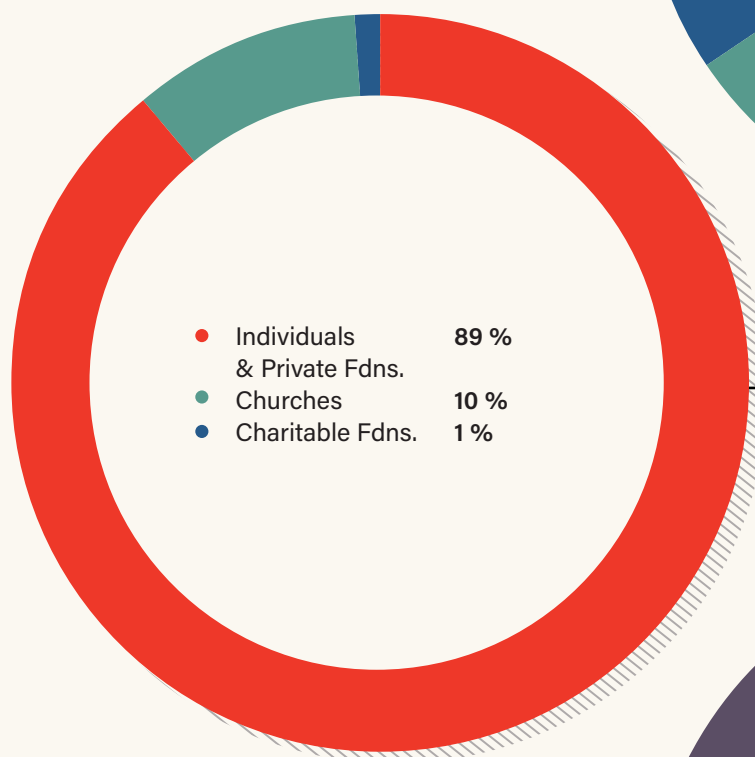


2021 Financials

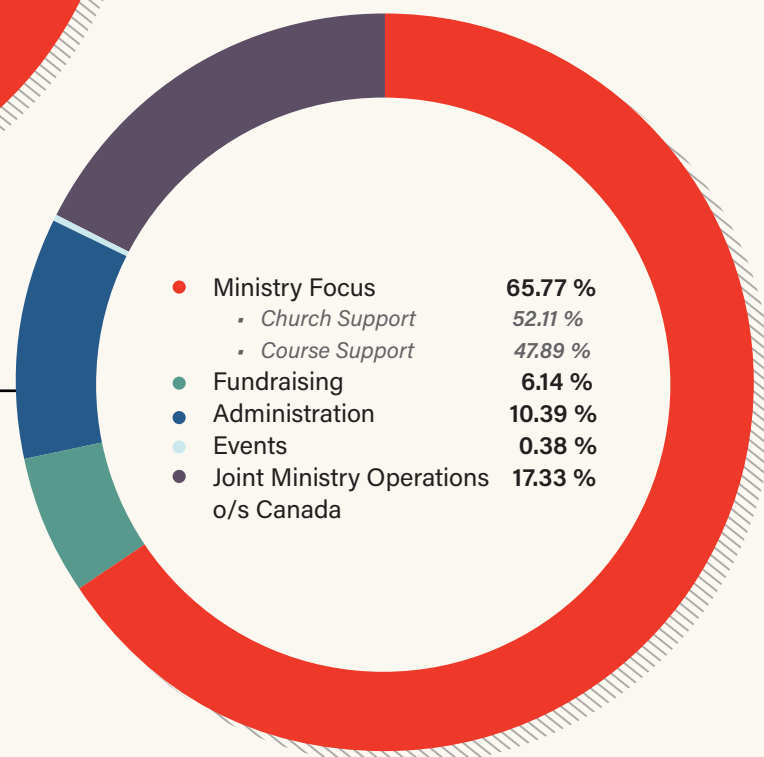
Donations and Income \$6,122,351



Donations by Source



Ministry Expenditures \$5,534,421



A MESSAGE FROM OUR CHIEF FINANCIAL/OPERATING OFFICER



Alpha Canada's strategic and missional plan for 2021 was envisioned and shared with our partners during national and regional restrictions of COVID-19 for a second year, and our prayer and financial partners responded by supporting the ministry with a growth of revenue of 4.5%.

The high priority placed on our staff by Alpha Canada's leadership was to ensure their ability to be cared for, grow spiritually and produce meaningful services to the Church, whether we were together or scattered in home offices. Health, safety and mental wellness support were brought in regularly for our team. Research in partnership with other ministries in Canada were key initiatives in 2021. The research results gave us insights into the best uses for our funding now and in the future. A new youth resource, LIFE ON PURPOSE, was a direct result of this research.

The investment in technology to serve the Church saw system upgrades to our delivery tools and changes in software to train, produce resources that would be flexible in the hands of church leaders, and create and track digital engagement to support Alphas being run. These expenses are directly related to the increased expenditure focus on ministry expenses by 13.7% over the previous year. The stewardship and governance of the resources entrusted to Alpha Canada are reviewed and overseen by our Finance Committee on the Alpha Canada Board of Directors and the leadership of this organization.

Alpha Canada has an annual financial audit and risk assessment by the independent firm of MNP Ltd. We are also a member of the Canadian Centre for Christian Charities where we maintain the standards of conduct and submit to their external review of our policies, practices and reporting annually. For information on our charitable status with the CRA, the T3010 report is accessible at the charity search site.

- Janice Ryan

“Alpha has changed my life and I have had the privilege to see the Holy Spirit move and change so many hearts through this program. It is an honour and privilege to come alongside what God is doing through Alpha.”

STACY KING, DONOR, VANCOUVER, BC

A MESSAGE FROM OUR DIRECTOR OF PHILANTHROPY



It has been a joy and honour to lead our development team in Philanthropy at Alpha Canada this past year. 2021 presented an excellent opportunity to make Jesus known in our nation, and amidst COVID instabilities, we were grateful to the 900+ individuals who gave charitable donations to Alpha Canada.

Thanks to five generous donors, our team was able to run two donation-matching campaigns over Christmas and Spring. During these

campaigns, we had the opportunity to meet individuals all across Canada whose lives were transformed through Alpha. It was a gift to share their stories of hope and renewal during a turbulent time.

The Holy Spirit is moving in our country, and Alpha Canada actively listens to adapt and innovate as he leads us. Our partners make it possible for his transforming work to be done in people's lives across our nation. We are humbled by the generosity of our partners and grateful for the relationships we have built.

- Janiene Boice

Every Alpha run is an opportunity for more lives to be transformed

What your partnership does:



Gives thousands of people the opportunity to explore a relationship with Jesus through Alpha



Equips the Church in Canada to reach their communities with the gospel both online and in person



Empowers Christians to share their faith in every corner of Canada and around the world



“In such a short period of time, by the end of Alpha, you have someone who loves God, is passionate about serving in the Church, and they want to do these things intentionally and sincerely. And so because of people’s faithfulness in giving, that’s what we’re able to see happening every year.

JOSH PHILIP, CAMPUS PASTOR, PORTICO COMMUNITY CHURCH, BRAMPTON, ON

Our Mission

To inspire and serve the Canadian Church in its mission to help people discover a relationship with Jesus Christ, using Alpha.

ALPHA CANADA BOARD OF DIRECTORS



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Vancouver



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alphacanada.org/donate

