

# Alpha Canada

Year in Review





We are so excited about what God is doing across our country!

## Message from Shaila

Our ongoing mission is to encourage, equip and pray for the Church across Canada so that more people can come to know Jesus.

**God has been so faithful, and we celebrate the 89,298 people who heard the Good News of Jesus on Alpha last year.**

2022 was another year filled with blessings as we witnessed the Lord working throughout our nation. God is on the move in Canada, and we look forward to the continued opportunity to walk alongside, support, resource, and pray for local churches as they share the hope and joy of Jesus Christ with their communities.

### Encouraging and Equipping Church Leaders

During the pandemic, we introduced the Life Shared Summit, an online summit aimed at inspiring and encouraging church leaders during a challenging season. Last year we had the immense joy of hosting our first in-person Life Shared Summit event at Bayview Glen Church in Toronto, Ontario. We gathered to pray for our country, worship, and be encouraged by incredible speakers. I was particularly moved and inspired by the next generation of faith leaders who boldly took the stage to share their thoughts and experiences with me - the youngest being 11 years old! Despite the Church's changes and challenges, leaders left with a renewed passion to participate in the work the Lord has called them to.

Over the last year, we've had the opportunity to hold in-person gatherings and run many incredible online training events. We had the privilege of hosting 29 online events for over 2,180 church leaders to better equip and inspire them as they explore and run Alpha. In 2022, we placed a greater focus on one-on-one interactions and were able to provide individualized support through over 370 coaching calls.

### Reviving Evangelism in the Next Generation

At Alpha, we are passionate about the next generation of leaders. We are dedicated to learning all we can about Generation Z and Generation Alpha so that we can empower and equip them and their youth leaders to make a difference.

In 2022 over 26,560 students experienced Alpha for Youth in Canada. Gen Z is a generation passionate about being heard and listening to each other. We look forward to seeing all God will do through the next generation of leaders.

We were thrilled to launch a new four-episode series called LIFE ON PURPOSE last year. It was created to respond to the needs expressed by youth workers and students in a study conducted in partnership with Barna in 2021 called "Reviving Evangelism in the Next Generation." Since the launch of this new series in February 2022, it has been downloaded over 1,500 times!

### God's Provision

We are grateful for the many faithful financial partners of Alpha Canada. Thanks to the support and prayers, we met our annual fundraising goal in 2022! Our Christmas Campaign exceeded our goals and continues to be a wonderful way for friends to partner with us. We are so grateful to everyone who prays for, gives to, and supports the work we do to serve churches in Canada in their mission to make disciples of all.

### Reflecting on 2022

Throughout the last year, we were stretched and challenged but also reminded of God's provision and goodness. We experienced greater staff turnover than anticipated, including the transition of three senior team members in the last quarter

of 2022. The ramifications of the pandemic continued to affect churches as they returned to in-person gatherings, and we observed lower-than-average courses per church from previous years. From a financial standpoint, we had to carefully monitor and manage the impact of inflation and economic instability.

### Moving Forward, Together

I am struck with gratitude for all that God is doing across our country through Alpha. Last year, we released new resources, collaboratively worked with partners on recent Gen Z research, supported incredible Catholic church movement, and celebrated growth in our Alpha staff team to better serve the Canadian Church.

We welcomed our much anticipated new Prison Ministries Director, Sean Wilkinson. We have seen progress in prison ministries as he listens and connects meaningfully with prison chaplains across Canada. We are praying into the lives of the many inmates who will get the opportunity to meet Jesus on Alpha in the coming year.

This past year, we were thrilled to launch the new Chinese Alpha Film Series - the first fully contextualized Alpha product. What a joy it has been to support the church in Canada to reach their Chinese friends with the hope of the Gospel in their heart language.

God is on the move, and we are following eagerly after him! We will continue to be guided by the Holy Spirit and work to be innovative and attentive to the needs of the Church. I look forward to the year ahead and seeing all God will 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 2022 an amazing year of transformation in the lives of so many.

Thank you for your partnership, prayers, and support.

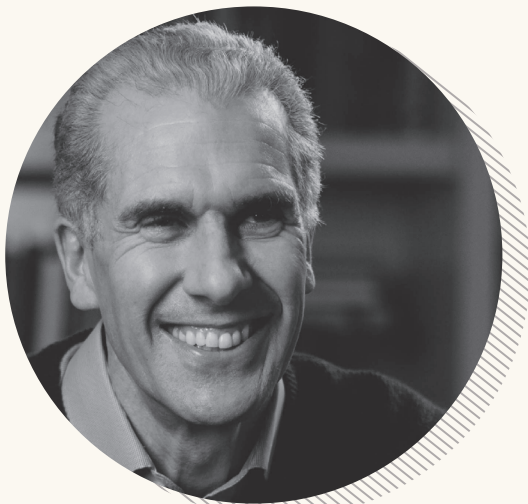
Love,

**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.



“Think how many people have experienced God’s love, and encountered Jesus through Alpha. I think of that as the research and development phase of Alpha. We know it works. Now it’s the rollout phase. We want to get it to everyone on the planet.”

NICKY GUMBEL, CHAIRMAN OF ALPHA INTERNATIONAL



## Sayeeda’s Story

“On the sixth week, my group prayed for me. I went home, and something felt different. Something was stirring inside me, and it felt like a wall was being torn down, and for the first time, I prayed. I said, ‘God, if you actually exist, if you’re alive, if you’re here, then I want to know you, Lord.’ I opened myself up to know a greater truth, for God to come into my life.”

Sayeeda was raised in a Muslim home. By the time she had reached university, she had decided she was an atheist. At the prompting and promised lunch of a friend, she reluctantly attended church. She felt awkward and uncomfortable and didn’t believe any of it.

Despite this, she went a few more times, not really listening to or believing anything the pastor said. Her life took a hard turn, and she found herself faced with many physical and mental struggles. All of which culminated with her being confronted by severe illness and potential death. While sitting alone in an ICU room, she began thinking about her purpose and the meaning of her life. She began asking some of life’s toughest questions.

She started thinking about God and remembering the things she’d heard at church. She decided to go back, but this time was different. She felt a stirring within her.

Sayeeda had many questions and doubts. She wanted to learn more about faith and Jesus. This led her to try Alpha. She joined as a skeptic and left a believer. While on Alpha, she reached out to the Father and felt his response. She experienced his unending love and peace.

Sayeeda’s story is a beautiful depiction of the renewal we can all experience when we allow the Holy Spirit to work in our hearts and transform us.



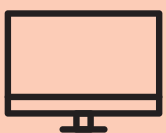
# Equipping the Local Church

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.



2,014

churches and organizations  
ran Alpha



29

online church  
engagement events



2,181

leaders supported through online  
events leaders in attendance



## A MESSAGE FROM OUR NATIONAL DIRECTOR OF CHURCH EXPERIENCE

In 2022, we had the honour and privilege to journey with people running Alpha across Canada. Whether it was their first experience or their 50th, our team offered coaching and resources to help create spaces and places for others to experience God and find answers to their biggest questions.

The Experience Team at Alpha Canada engaged in 378 one on one coaching sessions, participated in many of the 29 different webinars and online events that took place and had over 21,000 moments of interaction via email or phone with those seeking guidance in their particular context.

Our Digital Support team helped support and find answers to 35,794 inquiries through online articles and our website and engaged in 5,226 live conversations.

We are humbled to be invited into the process of those seeking to engage their family, friends, and community in significant conversations. We connect with pastors and volunteers running Alpha in their church or parish, parents creating safe places to explore faith with their families, people reaching out to their neighbours who have questions about God during challenging seasons in their lives, students running Alpha for their friends in school at lunch, friends connecting virtually from across towns or the world, and almost any other context you can imagine!

God is at work in so many beautiful ways in many places and through so many amazing people. Thank YOU for allowing us to support you in what He is doing in and through you.

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.

“ I was thrilled to be part of an exciting, enthusiastic group of people hungry to bring people into a relationship with Jesus.”  
RUN ALPHA ATTENDEE,  
ANNA LINKLATER

“ Alpha allows us to keep evangelization front and centre, to make it primary.”  
FATHER SIMON LOBO, SAINT  
BENEDICTS PARISH, HALIFAX, NS



# Alpha in a Catholic Context



## A MESSAGE FROM OUR CATHOLIC CONTEXT NATIONAL DIRECTOR

We feel incredibly blessed to participate in and follow the Holy Spirit's work in the Catholic Church across Canada. Over 200 parishes leveraged Alpha to introduce more people to Christ, some for the very first time in 2022. Over the last year, we've heard incredible stories of hope from across Canada.

In 2022, nearly 600 Alphas were run in Catholic churches, schools, communities, and through collaborative Diocesan initiatives. We were able to equip Catholic leaders across the country through online training sessions and in partnering with Divine Renovation.

We successfully launched our first Masterclass series in a Catholic context early in 2022 and had significant parish participation in our Life Shared Summit held in Toronto last September.

It is a joy to serve the Catholic Church in Canada and witness the work Jesus Christ is doing through our parishes, priests, and lay leaders.

ED ZADEIKS



218

Catholic parishes  
ran Alpha



576

Alphas run in a  
Catholic Context



41

Catholic online church  
engagement events



# Alpha for Youth

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



26,565

Students experienced Alpha



1,265

Alphas for Youth

In 2022, we partnered with The Barna Group on *The Open Generation*, a global study on how teenagers relate to Jesus, how they view the Bible, and how teens can make an impact. We also launched a brand-new video series called LIFE ON PURPOSE to fill a gap in youth ministry. This series assists youth workers across the country in training, inspiring, and activating their students to share Jesus with their friends.

In the fall of 2022, we piloted a 9-week student leadership program, the Life on Purpose Student Colab, which brought student leaders together for weekly mentorship & leadership development and included a weekend retreat in Toronto.

Alpha Canada Youth launched the Circles & Spaces Leadership Cohort, gathering youth pastors from across Canada and the United States to prepare the next generation of church leaders for evangelization through prayer, connection, encouragement, and learning.

Our team celebrates the 1,265 Alpha for Youth courses that were run in 2022, including the 88 courses that were led by students for their friends.

We are amazed and inspired by what God is doing through the next generation!



## EMILY'S STORY

“ Along with some other friends, I've been helping run Youth Alpha in my high school. It's been incredible to see God working in my school and in the lives of these students. Praying for my friends, then watching them show up to this and learn about God is amazing and has been such an encouragement to my faith journey.

EMILY, STUDENT, NB

## OVERVIEW

In 2021, in partnership with The Barna Group, we conducted *Reviving Evangelism in the Next Generation*. Through this study, we discovered that:

**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.

*Reviving Evangelism in the Next Generation* highlighted a gap in Youth ministry that we set out to fill. In response to this, we released the Life On Purpose series in 2022. The goal is to spur conversation amongst students across Canada. Empowering them to be activated in their faith and discover what it means to live a missional life. Life On Purpose is a 4 episode series that is designed to serve teens by helping them make the connection between meaning, belonging, impact, and the joy of having their friends come to know Jesus.

Since the launch of the Life On Purpose series, it has been downloaded over 1,500 globally, and about 950 of those were from Canada. Although this resource was created with the Canadian context in mind, it has been made available globally so that young people across the world can benefit from it.

Learn more about the Barna Report:  
[alphacanada.org/nextgenbarnastudy](https://alphacanada.org/nextgenbarnastudy)

Learn more about and run the Life On Purpose series:  
[alphacanada.org/preview/life-on-purpose/](https://alphacanada.org/preview/life-on-purpose/)



“ Alpha Youth has been a game changer for our youth volunteers to engage our teens with the Gospel. The relevant and captivating sessions it has helped build a foundation of evangelism and biblical literacy in our students. Students that have been disengaged previously have come up to me and said that their favourite part of our programming has been the alpha sessions, and during this time, we've seen dozens of teens make commitments to follow Jesus!

AUSTIN WHITE, YOUTH & YOUNG ADULTS PASTOR,  
MONCTON WESLEYAN CHURCH, NB



# Re-imagining Evangelism in Canada

## THE CHINESE ALPHA FILM SERIES

In 2022, we were delighted to launch a brand-new iteration of the Alpha Film Series, the first ever fully contextualized product designed by Asians for Asians. The Chinese Alpha Film Series has been designed to reach the Chinese community around us and the world, introduced first in Mandarin in 2022, followed by Cantonese this year. We were thrilled to share the new series with launch events in Vancouver and Toronto.

Last year, we had the honour of serving 60 churches to run over 80 Chinese Alphas, reaching their Chinese friends and neighbours with the hope of the Gospel in their heart language. We have been excited to provide these resources for free to the over 530 Chinese churches in Canada, as well as other churches serving in a Chinese context.

The latest census reports that there are over 1.7 million Chinese people in Canada, and we know there are vibrant and growing Chinese communities right across our country. It is our joy to support and learn from those serving in this context, and we cannot wait to see how the Lord will use this new series to reach more people across Canada.

## LIFE SHARED SUMMIT

In September 2022, we had the great joy of holding our first-ever in-person Life Shared Summit at Bayview Glen Church in Toronto, Ontario. It was an incredible 2-day experience where we had the opportunity to meet, pray with, encourage, and worship alongside church leaders from across Canada. Together we experienced the transformative presence and power of the Holy Spirit.

The Life Shared Summit was a celebration of the work of God in our nation and a unifying event that brought together people from many different denominational traditions. It was born out of the belief that God is calling the Church in Canada to a renewed commitment to live on mission sharing the Gospel through word and deed.

Over the 2-days we had the privilege of hearing and learning from Alpha Canada National Director, Shaila Visser, Lead Pastor at The Well Church, Vijay Krishnan, and Senior Pastor at Kings Church, Brent Ingersoll. Speakers shared the stage with passionate youth who shared their insight on what the church in Canada looks like to them and how we can better connect with the next generation. Attendees had the opportunity to attend breakout sessions with a number of special guests, including Divine Renovation and Sanctuary Mental Health Ministries.

We are so grateful for the 182 attendees who joined us. It was a joy to gather in person. We wrapped up our Life Shared Summit with an in-person Run Alpha training day. This gave those in attendance the opportunity to learn more about running a thriving Alpha, experience Alpha firsthand, and connect with church leaders and administrators from across Canada.



## A MESSAGE FROM OUR NATIONAL DIRECTOR OF CHURCH ENGAGEMENT

Over the last few years, our team has had the immense pleasure of coming alongside to encourage, bless, and connect with church leaders from across Canada. Through strong and vibrant partnerships with key churches that run exceptional Alphas and share what they have experienced and learned, we have reached more communities by inspiring leaders to recapture the joy of evangelism and consider running Alpha in their context. These partnerships help extend our work at Alpha while celebrating the incredible work done by the local church in communities across our country.

We have been honoured to host 39 leaders in London, UK, to hear firsthand the impact that Alpha has had in the city, the nation, and internationally. In addition to regular online meetings, we have also been able to meet with leaders in-person in cities across Canada for moments of encounter and inspiration through several pastors' retreats and large gatherings of senior church leadership.

“Alpha's willingness to turn the mic over to younger generations on its biggest platform was a moment I've told people about countless times this year. In the room, we saw now (not next!) generation leaders speaking with conviction and courage about the role of the church in Canada today. The humility, trust, and bravery shown by the Alpha team in that moment was incredibly inspirational and has pushed me to listen more, to invite younger voices to speak more, and to remember that God is still very much at work across our country.”

CHRIS VACHER, LIFE SHARED SUMMIT ATTENDEE

The work of the Holy Spirit continues to be seen as we witness leaders who are reenergized with a renewed passion for evangelism as they inspire their congregations to respond to Jesus' call to share the hope of the gospel with their neighbours and friends. Our team is excited and hopeful as we look ahead to all God is doing in this nation through Alpha and the incredible work of the local Church.

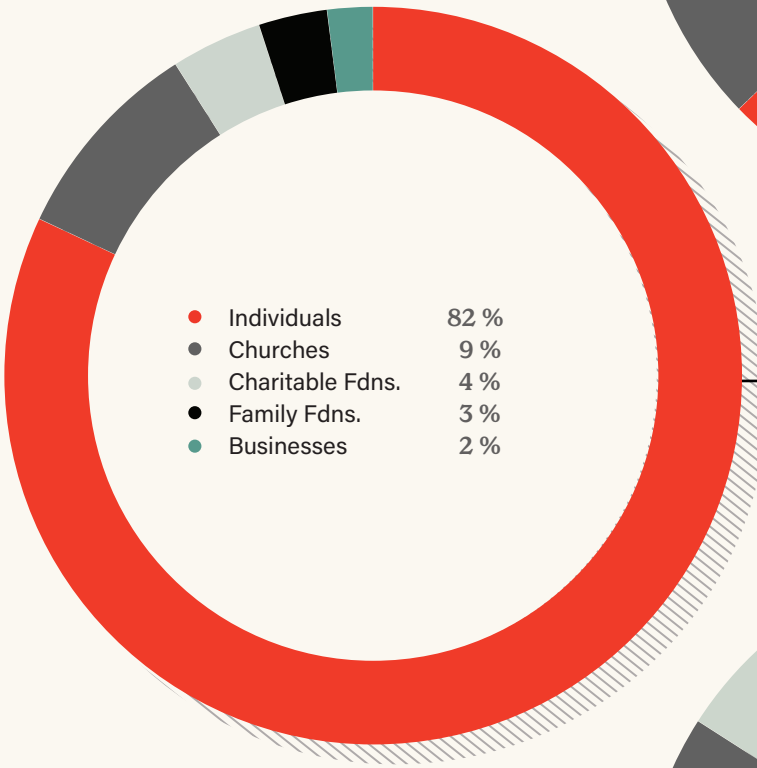
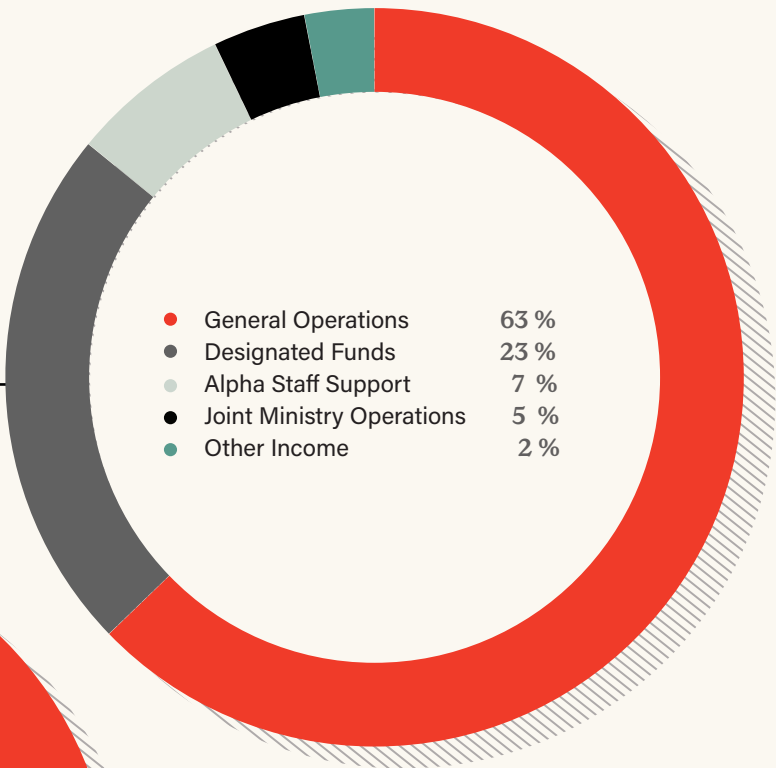
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RYAN MOFFAT,  
NATIONAL DIRECTOR OF CHURCH ENGAGEMENT



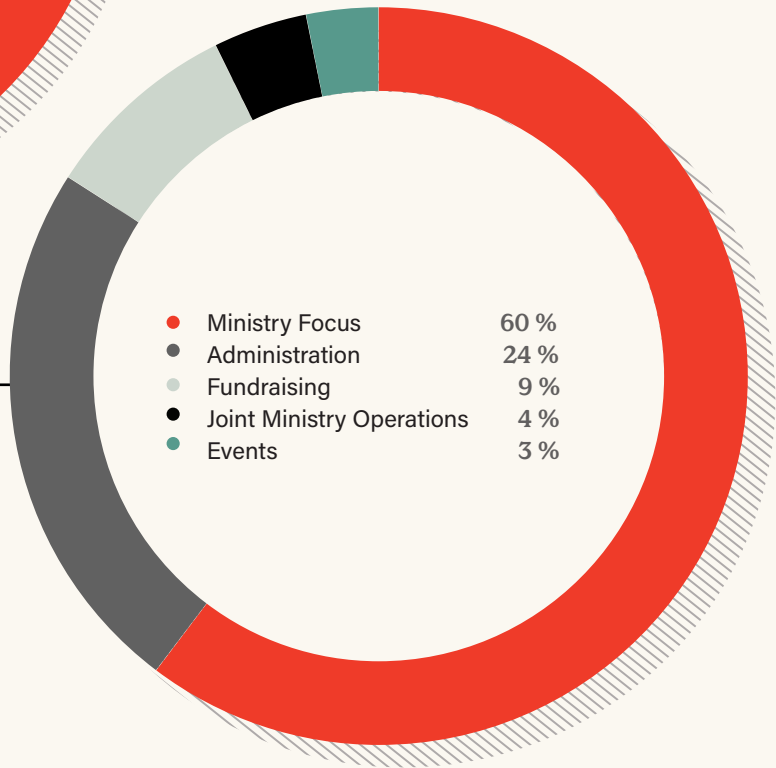
# 2022 Financials

Donations  
and Income  
\$4,922,826



Donations  
by Source

Ministry  
Expenditures  
\$5,206,006



## A MESSAGE FROM OUR CHIEF FINANCIAL OFFICER AND CHIEF OPERATING OFFICER

One of the 2022 ministry priorities was to support youth and their leaders. We focused on providing resources and training to help them share the gospel of Jesus. Over the last two years, youth ministries in Canada have struggled to navigate the changes in the world and the isolation youth faced. Alpha Canada launched the Life on Purpose resource as a re-engagement tool. It created cohorts of youth and youth leaders that journeyed together in a season of learning and encouragement. This was both supported centrally and through restricted program funding.

Our church engagement team focused on the acquisition and reacquisition of churches seeking new opportunities to share the gospel as churches returned to full ministry. This meant an increase in personnel, professional training, and system enhancements. We have invested in our partnerships with key churches across the nation that run Alpha well and want to share their leadership with others in their area, denomination or association. Alpha Canada held its 1st in-person event in two years in the fall of 2022. Life Shared Summit was a live gathering of churches from across Canada.

We were able to meet our fundraising goals through the faithful partnership of our donors, and we have increased the number of prayer partners covering the ministry before God. We have had a trend in the last three years, an average of 25% of annual giving coming in in the last 6 weeks of the year. This will need to be managed carefully for cash flow purposes. We are so thankful to God for everyone who runs Alpha, attends Alpha, gives to this work and prays for this ministry.

JANICE RYAN  
CFO/COO

*Alpha Canada has an annual financial audit and risk assessment completed by the independent firm of MNP Ltd. We are also a member of the Canadian Council of 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.*

Everything we do at Alpha Canada is made possible by the generosity of hundreds of individuals, churches, foundations, and businesses that give their financial support. We are so grateful for all of you who have invested in sharing the gospel across our country.

“ I give to Alpha because, in my opinion, it is one of the most effective ways to reach people with the Gospel. It provides a non-threatening approach that encourages participation so the invitees feel they, too, have a contribution to make. Further, it provides a social connection that fosters friendships that often continue to be enjoyed after the completion of the program.

STEPHEN ASHFIELD, DONOR, FREDERICTON, NB



# Thank you for joining us on mission!

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

“We support Alpha because we believe the focused approach used by Alpha in its programming for youth, universities, prisons, and many others meet different groups of people where they are, which is incredibly important for personal reflection, meaning and connection. Also, on a personal note, having been involved with Alpha on a personal level, we have seen lives changed in a beautiful way!”

GARY & JODI HALL, DONOR, FREDERICTON, NB

Thanks to your generosity, we are able to provide the best resources for churches to share the gospel effectively, creating life-changing experiences for guests and transforming church communities across Canada.

**With your support, we are able to:**

- Give thousands of people the opportunity to explore a relationship with Jesus through Alpha.
- Equip the Church in Canada to reach their communities with the Gospel.
- Empower Christians to share their faith in every corner of Canada and around the world.

# Our Mission

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



**Mr. Jerome Dwight**  
Chairman & CEO, BoomerangFX,  
Toronto



**Pastor Dave Koop (Board Chair)**  
Senior Pastor, Coastal Church,  
Vancouver



**Pastor Vijay Krishnan**  
Lead Pastor, The Well,  
Toronto



**Mr. John Mackay**  
President, Strand Corp,  
Vancouver



**Father James Mallon**  
Episcopal Vicar for Parish Renewal  
and Leadership Support Archdiocese  
of Halifax-Yarmouth



**Mr. Art Reimer**  
Private Wealth Advisor, Raintree  
Financial Solutions, Edmonton



**Ms. Paula Roberts**  
CEO, HALO Brand Leadership,  
Toronto



**Ms. Danielle Strickland**  
Host, Co-founder of Infinitum,  
Amplify Peace, Brave Global and  
WSC, Toronto *Up to April 2022*

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to offer all our programs completely free of charge.*

**[alphacanada.org/donate](http://alphacanada.org/donate)**

