



2023 **Alpha**

Annual Report

Alpha Canada



A photograph of three people sitting at a wooden table in a cafe. On the left, a man with a beard and dark hair, wearing a denim jacket, is laughing and looking towards the woman in the middle. The woman has long, wavy brown hair and is laughing heartily. On the right, a man with glasses and a beard, wearing a white t-shirt, is also laughing. Two white coffee cups with saucers are on the table. The background features a wall with stylized floral and leaf patterns in shades of green and yellow.

ALPHA PARTNER STORY

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We support Alpha because we believe the focused approach used in its programming for youth, universities, prisons, and more, meet different groups of people where they are at—which is incredibly important for personal reflection, meaning, and connection. Also on a personal note,

we have seen lives changed through Alpha in beautiful ways!”

Gary & Jodi Hall
Fredericton, NB

A MESSAGE FROM

Shaila

I am writing to you with immense gratitude as we reflect on the 100,720 individuals who heard the Good News of Jesus at Alpha through a local church near them in 2023. To the donors, churches, hosts, and more... Your unwavering support and generosity have been this ministry's foundation, partnering with us to make Jesus known across our beautiful country.

Celebrating 25 Years of Impact

Your commitment has allowed us to amplify God's goodness and share of his marvelous works (Psalm 96:3). Alpha's foundation was built on prayerful beginnings, from those who have journeyed with us along the way, and the 1.4 million guests over 25 years in Canada—all around a table. With 4,569 Alpha courses completed in 2023, we are pressing onward with our goal to continue partnering with his people and the local church.

Exciting Accomplishments from 2023

In 2023, Alpha Canada experienced a significant milestone as we witnessed the resurgence of in-person engagement at the global **Leadership Conference**. This conference drew 233 Canadians to London, UK eager to reignite their passion for our shared mission. Additionally, the **Life Shared Summit** held in Truro, Nova Scotia, played a pivotal role in fortifying the churches within the Atlantic region, fostering deeper connections and empowering local communities. We also relaunched **Alpha for Prisons** which has made the gospel accessible to men, women, and teenagers incarcerated within 38 of Canada's correctional institutions. Plus, the launch of fully contextualized **Alpha products in both Mandarin and Cantonese** has resulted in 444 Alphas run in 211 churches/organizations.

These successes not only strengthened our commitment to innovation and growth but also highlighted the profound impact of our collective efforts to declare God's glory. We were so grateful to witness how God moved in and throughout these exciting events.

Management Reflections

This past year also presented some challenges, including our continued recruitment of an Alpha Youth Director. We recognize the incredible opportunity and potential of Gen Z and Gen Alpha, and as an organization have begun to shift our prioritization to next gen initiatives, including the exciting launch of a new Alpha Youth Series arriving in late 2024. We also witnessed 20% of our revenue come in the last month of 2023, a challenge for effectively managing cash flow. Finally, we also recognize the need for new products that speak into the reality Canadians face today, and we will take an active role working to create new resources with Alpha International. We see the opportunities ahead to grow in new ways to better serve the church in Canada, and are grateful to do it together with you.

Hope for the Future

As we recognize these many milestones, we are filled with hope and anticipation for what God has in store for the future of Alpha Canada. Together, we will continue to serve the church so that tens of thousands can encounter Jesus. As always, Alpha Canada is data informed and Spirit led. We eagerly anticipate where he will lead us this year as we stay in tune with the ever-evolving needs of the Church—and I look forward to seeing all that God will do through Alpha.

We invite you to read through the following pages as we celebrate some highlights from our last year. Thank you for taking the time to do so, and for playing a crucial role in making 2023 a remarkable year. We are so grateful for your partnership, prayers, and support.




Love,



Shaila Visser

National Director, Alpha Canada

3-Year Snapshot

	2021	2022	2023
 <p>Lives Transformed Individuals who began or restored a relationship with Jesus on Alpha.</p>	26,540	25,737	31,809
 <p>Guests on Alpha Individuals who were hosted as guests by local churches.</p>	85,176	89,298	100,720
 <p>Volunteers Engaged Individuals who were activated in sharing their faith across Canada.</p>	28,392	33,723	42,348
Youth Courses	1,102	1,265	1,535
Total Alpha Courses	4,056	4,002	4,569

31,809

Relationships with
Jesus began
or restored

100,720

Guests

42,348

Volunteers

2023

Highlights



25 Years of Milestones

As we celebrate 25 remarkable years of Alpha Canada with Sally Start, founder of Alpha Canada, we are deeply thankful. Your consistent support and generosity have been the backbone of our mission, working hand in hand to spread the message of Jesus throughout our nation.



**Declare his glory among the nations,
his marvelous works among all peoples.”**

Psalm 96:3 (NIV)

Your dedication has empowered us to do just that—proclaim God’s glory and share his wondrous deeds. We are profoundly grateful for the countless lives transformed and communities enriched. Here’s to the next 25, and many more to follow!

Life Shared Summit

Held in Truro, Nova Scotia, Life Shared Summit was a transformative gathering that brought together passionate individuals from diverse backgrounds to explore innovative approaches to sharing the message of Jesus across the Atlantic. Hosted by Alpha Canada, this summit served as a time for collaboration, inspiration, and equipping leaders and volunteers dedicated to fostering community and faith. With over 260 attendees, representing 48 churches and 19 organizations, the summit facilitated meaningful connections and provided valuable insights for those committed to spreading the message of Jesus.





Leadership Conference 2023

Attending the Leadership Conference in London, UK in 2023 was an incredible experience, marking Alpha Canada's return to this special event for the first time since 2019. Reconnecting with global leaders and visionaries, exchanging ideas, and gaining fresh insights invigorated the commitment to our mission. Founder Nicky Gumbel also introduced the 2033 Alpha Global vision—a goal of 70 million more Alpha guests in the next decade in addition to the 30 million+ people who have already taken Alpha in the past 30 years. This will result in over 100 million participants hearing the gospel, in their own language, through Alpha by 2033. The conference served as a catalyst for the 233 Canadians who attended, propelling us to make Jesus known across our nation.

58th Annual National Prayer Breakfast

It was a tremendous honour for Shaila Visser, National Director of Alpha Canada, to be invited as the keynote speaker at the 58th Canadian National Prayer Breakfast in Ottawa, joined by the Prime Minister, the leader of the Official Opposition, and numerous Canadian dignitaries. In her address, she highlighted the importance of the next generation, emphasizing the transformative power and hope found in Jesus. With over 7.8 million Gen Z's in our country, her words resonated deeply, reminding attendees of the profound impact of faith amidst life's challenges, whether you are young or old.

Find her full length talk entitled "Hope Has a Name" at alphacanada.org/hope.



ALPHA PARTNER STORY



Why we give to Alpha... Why wouldn't we give?

Alpha is one of the best decisions we've ever made. Alpha has been a huge blessing to us and to so many others who have had the opportunity to 'come and see' what it's all about."

Peter & Cecilia Birney
Fredericton, NB



ALPHA PARTNER STORY



We are involved in Alpha at our local church and donate to Alpha because we love being used to build God's kingdom.

It is absolutely incredible to see what God does through Alpha.

Souls are being saved, people are renewing their commitment to serve the Lord, pursuing baptism, getting healed, and every single person who goes through the Holy Spirit weekend has more knowledge of the Holy Spirit. Some are praying to be filled with the Holy Spirit. Praise the Lord!"

Mike & Darlene Sabo
Edmonton, AB



Church Leadership Engagement

Our goal is to journey well with every church and organization running Alpha throughout our nation. Our team had over **21,000 engagements** with church leaders, including emails to check in on progress, phone calls for support and 436 1:1 coaching sessions designed to encourage and resource them to run incredible Alphas. Leaders have been prayed for, loved and listened to. We also multiplied the work of Alpha through our Hub Churches (partner churches) by engaging with 115 leading churches across Canada while hosting 87 individual leaders for specialized gatherings. These gatherings were designed to model Alpha DNA which lead to greater commitment to sharing Jesus through local churches across our country.

Catholic Context

In 2023, Alpha continued its impactful journey within the Catholic context, engaging 315 Catholic parishes and organizations across the nation. Through these partnerships, we've seen 652 Catholic courses successfully run, reflecting substantial progress. This expansion highlights the demand from parishes to provide more accessible avenues, tailored resources, and collaborative efforts to empower individuals within the Catholic faith to foster deeper connections with Jesus.



Alpha for Prisons

This year, we were able to relaunch Alpha for Prisons which has made the gospel accessible to numerous men, women, and teenagers incarcerated within Canada's 141 correctional institutions, increasing the use of Alpha by 43%. New documents were created specific to this ministry including a **High Turnover Prisons Guide** and an **Alpha for Prisons Mini-Guide** which were used to run **49 Alphas in 2023**.

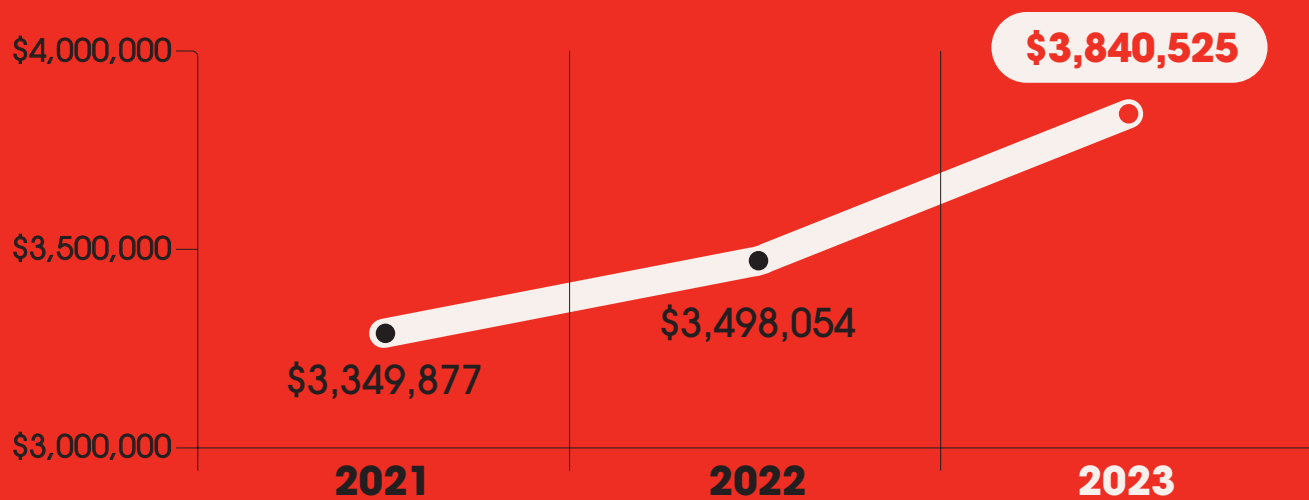
Chinese Context

Alpha's launch in Mandarin and Cantonese, alongside the new Chinese Alpha Film Series, marks a significant step in reaching the Chinese community in Canada. In 2023, Alphas run in Cantonese more than doubled (from 42 to 94) and **Alphas run in Mandarin increased by 72%** (from 159 to 274). With over 1.8 million Chinese residents in our country, offering Alpha in their heart languages provides a unique opportunity to share the gospel with a broader audience. This ensures that individuals from diverse backgrounds can engage with the message of Jesus in a way that resonates with them personally.

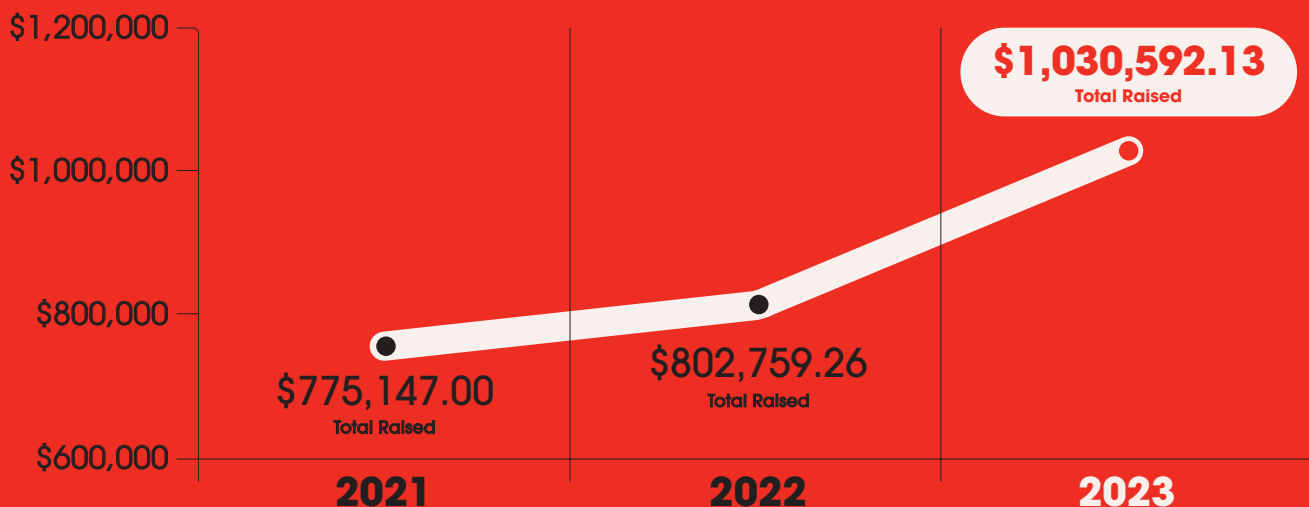
Financial Highlights

Annual Donation Revenue

Canadian Operations



Christmas Match Campaign





A buddy of mine was in a bad spot in his life, and we had lost touch. And God really put him on my heart. I was planning on asking him for lunch but while I was asking him, he interrupted me to ask me for lunch. He said he didn't know why he was asking but just really wanted to connect.

We both knew that God was calling us to take each other to lunch and had a long chat about Jesus.

After that, he started getting more involved at church; (he) plays in the worship band and comes to Alpha. He recently shared in front of everyone at school saying, "This is where I was at, and this is where I am now—praise God!"

Liam

Student at Thomas Haney Secondary
in Maple Ridge, BC



2023

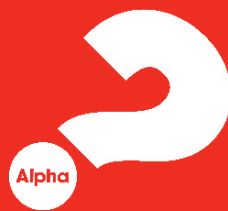
Financials

- **43%**
General Operations
- **35%**
Joint Ministry Operations & Grants Outside of Canada
- **18%**
Designated
- **3%**
Alpha Staff Support
- **1%**
Other Income



- **48%**
Ministry Focus
- **33%**
Joint Ministry Operations & Grants Outside of Canada
- **12%**
Administration
- **5%**
Fundraising
- **2%**
Events

**From all of us at Alpha,
thank you!**



Alpha is fully funded by your generosity allowing us to offer all our programs completely free of charge.

alphacanada.org/donate