

# Impact Report

2024



Alpha Canada

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ALPHA GUEST

“A friend shared a post about Alpha and it caught my attention. I decided to try it. It was the best decision I have made in a long time. When I first walked into Bloom 6 weeks ago I was broken, lost and just trying to find my purpose. **Alpha saved my life and brought me back to Jesus.**”

Marianne Selinger, Alpha Guest,  
Bloom Church, Regina, SK

# A message from Shaila

What a year 2024 was! Every year, I am left more in awe at how God moves, but 2024 was truly extraordinary—a year filled with transformation and testimony of his power across Canada.

## ALPHA FOR EVERYONE, EVERYWHERE.

In 2024 we saw an increase of over 13% in Alpha courses compared to 2023. Also, 119,981 guests experienced Alpha in 2024, and of those, 52,281 people started or restored a relationship with Jesus through Alpha. It was a landmark year filled with research, new releases, and new records!

We had the privilege of partnering with the Flourishing Congregations Institute to explore how Canadian church leaders perceive and practice evangelism. Our findings revealed that **72% of leaders observed increased spiritual curiosity within their neighbourhoods and communities.** This openness is a testament to how God is stirring hearts across our communities.

Perhaps because of this openness, 2024 saw a record number of Alphas run—an astounding 5,194 Alphas hosted in schools, homes, institutions, and churches nationwide. God is moving in communities across Canada! We also welcomed 270 Canadians to the UK Leadership Conference in May 2024, the largest number of attendees yet.

In January 2024, we released Life Shared Episode 4, a resource specifically designed to speak to the Catholic church. Working with Father Simon Lobo from one of our Hub churches, Saint Benedict Parish was an honour and a blessing. We also saw extraordinary growth in our Chinese Alphas and significant success in relaunching Alpha for Prisons.

## A RISING GENERATION. A TRANSFORMED NATION.

We have witnessed a growing momentum toward change and an eagerness to explore faith and ask questions, especially among youth. In mid-November 2024, we launched the brand-new Alpha Youth Series—a completely new initiative created for youth, by young people. So many of the rising generation are moved by Jesus and eager to share him with their peers. Their passion is contagious, and we are dedicated to supporting them in their mission to reach their friends with the good news of Jesus.

It was an honour to see Canada represented in the new series, including a Canadian, Rocco Pound, as one of the hosts. This is a generation of leaders! Alpha Canada is dedicated to seeing them grow and flourish as we support the local church. This is the generation that will transform our nation.

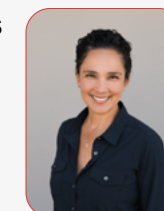
## LOOKING AHEAD.

I am excited to see what God will do in 2025 and how he will use Alpha Canada to serve the church to reach even more people. God is on the move, and we are moving with him! We continue to be a data-informed, Spirit-led ministry, tuning in to where he is at work.

We are deeply grateful for your partnership, prayers, and support.

Thank you for donating your time, resources, and expertise to make Alpha a blessing to the Church in Canada.

Love,



*Shaila Visser*

**Shaila Visser**  
National Director  
Alpha Canada



Thanking God for

# 52,281

Lives Transformed

Individuals who began or restored a relationship with Jesus on Alpha

# 119,981

Guests on Alpha

# 41,552

Volunteers Engaged

# 2,414

Churches + Organizations that Ran Alpha

# 2024 Highlights



## Alpha for Youth

2024 was a big year for Alpha Youth! There were an amazing 1,907 youth courses run across Canada. We waited in eager anticipation for the new Alpha Youth Series. Through the launch of this new series, we encouraged, equipped, and supported churches to host Prayer Nights. Churches of all denominations brought together people from all generations to pray for young people and worship God for all he is doing.

The Alpha Youth Series was released in November 2024. A new way for youth to explore life, faith, and purpose. A series made for youth by youth. The release of this series was greatly anticipated and we are eager to see what God does as we equip and support churches and students across Canada as they launch it in 2025. The Open Generation research conducted with the Barna Group showed us that this generation is spiritually curious and is asking questions. St. Ignatius Parish in Montreal hit the ground running with the new series and was one of the very first in the world to use the new material, kicking it off before the series had officially launched globally! They have noticed and are leaning into this curiosity and eagerness youth have to know more and share the hope of Jesus with their friends.

We were incredibly excited to announce our Student Leadership Collective, a new program designed exclusively for Grade 10 students passionate about growing in faith and leadership. Through this, we hope these students will be empowered to lead with faith, purpose, and a commitment to making a God-inspired impact in their communities. We received more applications than we could have hoped for! From those applicants, 80 students and 40 leaders were invited to be a part of this initiative—teams of two youths from the same high school with a local youth leader to support them. We can't wait to see what God does in and through these student leaders in 2025.

**“Our youth are hungry for the truth.”**

– Adrian Rojo de la Vega, St. Ignatius Parish, Montreal, QC

**“Through everything, I never took my eyes off of God. It was clear that it was an attack from the enemy. I knew he had a purpose for this club, and I know that he is faithful. So I never gave up hope, no matter how hard it was.”**

– Nève, Alpha Youth Leader, ON



## Strategic Church Partnerships

In October 2024, we gathered at St. Paul's Bloor Street with 31 church leaders from 19 churches across 10 denominations. These vibrant churches play a vital role in expanding the support and resources available to others nationwide. Highlights included a worship and prayer ministry night with The Worship Project and heartfelt prayers for the rising generation, lifting up children and youth by name. Around the table, friendships and collaborations flourished, uniting churches in a shared mission.

**"I only have a few years of experience working in the church, but I thought it was one of the best collaborative events I've participated in. Not only did it model Alpha's heart and values, but also provided an opportunity to unify churches and provide opportunities for us to support and pray for each other."**

- Stephanie Fong, Bayview Glen Church, Thornhill, ON

**"I felt very humbled and honoured to be included. It was so evident that everyone there is focused on serving our Lord by sharing the love of Christ through the ministry of Alpha. Thank you so very much for all that you do."**

- Lynda Clayton, St Patrick's Parish, Markham, ON



## Alpha in Prisons

Alpha in Prisons continues to grow and thrive. In 2024, we saw 66 registered Alphas run in correctional institutions across Canada and engaged many more chaplains in quarterly webinars throughout the year. We released new promotional assets to be used in male and female institutions. We continued to journey alongside and encourage chaplains throughout the year and are seeing continual impact.

**"God is cleaning me out."**

- Alpha Guest, Women's Institution, Thunder Bay, ON

## Leadership Conference 2024

The Leadership Conference held at Royal Albert Hall in London, UK was a highlight of 2024. There were 270 Canadians in attendance—the most we have ever seen at this event, 54 of whom joined us on the Leadership Tour for pastors. During this tour, the group saw Alpha practically worked out in some thriving and diverse churches. We saw God speak to and move so many during this time. The Leadership Conference is an inspiring and revitalizing time to gather and be spiritually encouraged by fellow guests and speakers. This year, Darrell Johnson, Danielle Strickland and Carey Nieuwhof further represented Canada as conference speakers.

**"We were incredibly blessed, challenged, inspired, and humbled by everything we witnessed and experienced at the conference. It was definitely a burning bush moment for us."**

- Jackie and Dave, Canadian LC24 Guests

**"My time at LC24 was an extremely blessed experience. Not only was I inspired by worshipping alongside thousands of fellow believers, but I had many opportunities to network with leaders from the global church."**

- Fr. Isaac Longworth, intern priest at Saint Benedict Parish, Halifax, NS

**"I'm at a loss to describe my gratitude to the Lord and the incredible privilege it was to be in London and experience the Alpha Leadership Tour and the Leadership Conference this year, made possible by the generosity of Alpha."**

- Fr. Alex Colautti, Companions of the Cross, Ottawa, ON



## Catholic Context

In early 2024, we released Life Shared Episode 4. This new episode in the Life Shared Small Group Series featured Father Simon Lobo from our Hub church Saint Benedict Parish in Halifax, Nova Scotia. He shared a powerful message on invitation that spoke to all denominations.

2024 was a year of growth in our Catholic Context. We saw an amazing 364 parishes run Alpha with a total of 738 Catholic Alphas run throughout the year. This growth demonstrates an increasing eagerness in the Catholic church to share the hope of Jesus with their communities through Alpha.

We also hosted 20 Catholic gatherings and webinars throughout the year with over 600 guests in attendance. It was an incredible year.

**"I am over 50 years old, and I have never had this kind of deep conversation in my entire life."**

- Alpha Guest, Holy Cross Parish, Burnaby, BC





## Flourishing Congregations Research

We had the opportunity to partner with the Flourishing Congregations Institute to discover how Canadian church leaders perceive and practice sharing the gospel. And the findings were encouraging! Compared to previous years, leaders are noticing an increase in spiritual openness. In the survey, 72% of leaders reported an increase in spiritual curiosity. The report found that people are 56% more likely to enter a church, and there was a 59% increase in willingness to hear the Christian gospel message. This report encouraged churches, showing them that the Holy Spirit is on the move. We love hearing stories of the growth and curiosity in churches across our nation.



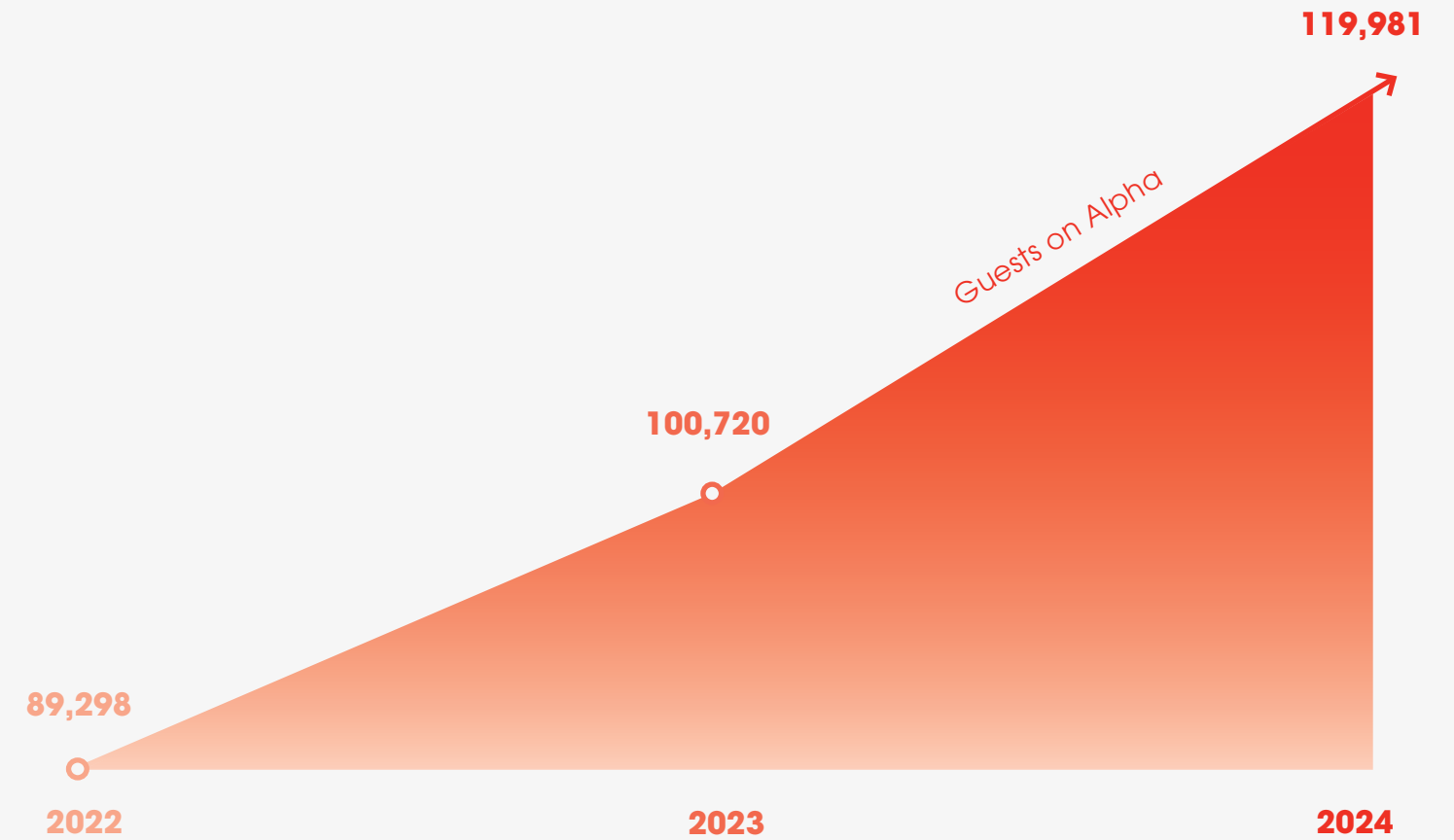
**REIGNITING HOPE:**  
Sharing the Good News in Canada  
Scan the QR code to read the full report.

## Chinese Context

Alpha in the Chinese Context is gaining momentum across Canada! In 2024, 556 Chinese Alphas were run through 244 churches. We held three mobilizing events in person and online throughout the year with 261 church leaders in attendance. With over 1.8 million Chinese residents across Canada, the need for an Alpha in their heart language and context has become essential. The launch of the Chinese Alpha Film Series in 2022 has been valuable to churches across our country as they connect with friends and neighbours in their heart language.

**“I’ve seen its impact firsthand, even in English church contexts where it runs alongside existing Alpha Courses, as participants, whether growing in faith or simply exploring it, formed deeper connections, joined small groups, became more engaged in church life, and experienced a true sense of belonging within the community.”**

– Bosco Tung, Tyndale Intercultural Ministries Centre, ON



		2022	2023	2024
<b>LIVES TRANSFORMED</b>	Individuals who began or restored a relationship with Jesus on Alpha.	25,737	31,809	52,281
<b>GUESTS ON ALPHA</b>	Individuals who were hosted as guests by local churches + organizations.	89,298	100,720	119,981
<b>CHURCHES + ORGANIZATIONS THAT RAN ALPHA</b>		2,014	2,225	2,414
<b>YOUTH COURSES</b>		1,265	1,535	1,907
<b>TOTAL ALPHA COURSES</b>		4,002	4,569	5,194



ALPHA DONOR STORY

"We truly appreciate the blessing that Alpha has been for so many people in our church (and the friends & family they invite).  
**Doing Alpha was a real turning point in my walk with the Lord.**"

Denis Charron, Alpha Donor

ALPHA GUEST STORY

"Marianne had walked away from faith, said she had tried it and it didn't work, through Alpha she started to open up to Jesus again, started attending church regularly on Sundays, began to pray, and as she has prayed, she has seen God answer (so clearly she could not deny it was Him) which has rocked her in the best way. When she first started coming everything was negative and hard, **her words now are filled with hope as is her face as she is growing and trusting in Jesus as well as in community.**"

Alpha Leader

ALPHA YOUTH STORY

"Through everything, I never took my eyes off of God. It was clear that it was an attack from the enemy. I knew He had a purpose for this Alpha club, and I know that He is faithful. So **I never gave up hope, no matter how hard it was.**"

Neve, Alpha Youth Leader

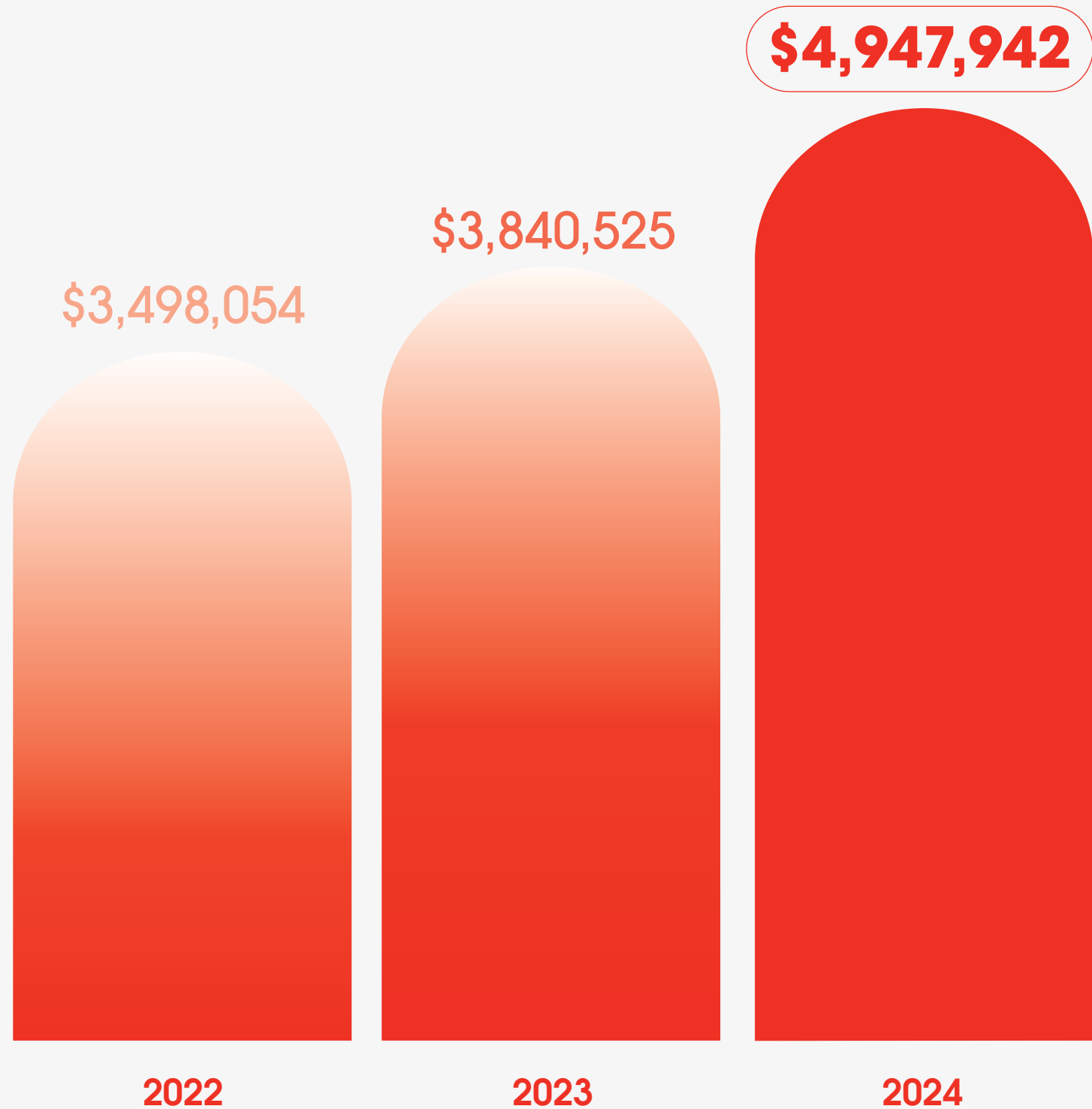
ALPHA LEADER STORY

"From the first Alpha held in a Catholic parish here—30 years ago!—to the present day, Alpha has been the gift that just keeps on giving!  
**It has not only helped many people become disciples, it has helped disciples live their call to share the gospel with others.**"

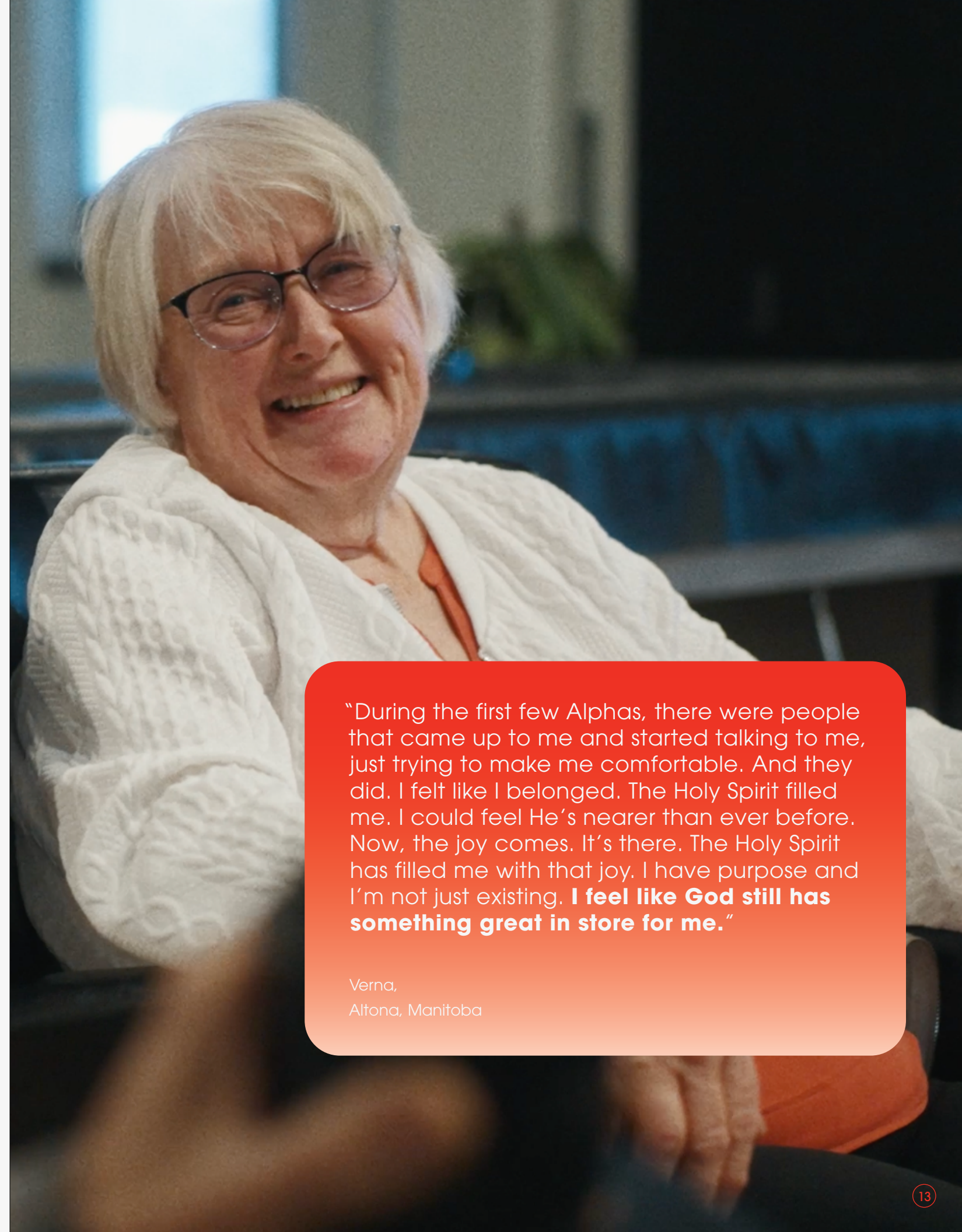
Alpha Leader



# Financial Highlights



**ANNUAL DONATION REVENUE / CANADIAN OPERATION**



“During the first few Alphas, there were people that came up to me and started talking to me, just trying to make me comfortable. And they did. I felt like I belonged. The Holy Spirit filled me. I could feel He’s nearer than ever before. Now, the joy comes. It’s there. The Holy Spirit has filled me with that joy. I have purpose and I’m not just existing. **I feel like God still has something great in store for me.**”

Verna,  
Altona, Manitoba



As we reflect on 2024, we are in awe of what God has done. At Alpha Canada, we were called to pray and believe that He was active and at work. We are deeply grateful for every person who brought hope and shared in this mission.

**This past year, we got to:**

- Witness the **people of God** join Him where He was already moving.
- Celebrate **invitations** like never before.
- Rejoice in the **generosity** of donors who sowed in faith, believing in what was yet unseen.
- See the spirit of curiosity and **transformation** in guests alongside our church partners.
- Honour **leaders** who, through our research, showed a heart to equip their communities to share the goodness of Jesus.
- Witness **bold young people** who were open to conversations about faith and eager to explore the things of God.

**We cannot wait to see  
what God will do in 2025.**

**Mission  
Statement**

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





## **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](https://alphacanada.org/donate)

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