



Alpha Canada
Year in Review 2019



Alpha

Thank you so much for your support in 2019.

We are grateful to the leaders who allow us to serve them, for the enthusiastic volunteers, and for the faithful partners like you who make Alpha in Canada possible.



Message from Shaila



As I look back on 2019, in light of this year's unprecedented global events, I'm so encouraged by the reminder of God's faithfulness to grow His church no matter what trials we are facing.

Last year we celebrated that over 1,000,000 people in Canada have experienced Alpha! We are excited to see this number continue to grow, as we spent 2019 focused on inspiring and equipping churches to build a culture of evangelism in their communities.

Life Shared

The Alpha Canada team created new resources like the Life Shared Small Group Series to help church leaders actively engage their congregation in sharing life, faith and Jesus with their friends.

Alpha for Youth

I'm also incredibly excited by the impact of our volunteer Alpha Youth Champions who allow us to scale our work across Canada by mobilizing youth to reach their friends with the gospel. One amazing result of this initiative was seeing youth from churches of all different denominations and faith traditions coming together to run Alpha for their friends.

Catholic Context

In 2019, we celebrated the continued growth in the number of Catholic parishes running Alpha. Parishes across the country are recapturing the joy of evangelization and witnessing revitalization in their communities.

Global Work

Our team continues to contribute to Alpha globally through our digital and training work based in New Westminster, BC. In 2019, the digital team released an improved MyAlpha platform to train and equip Alpha leaders and teams to host the best possible Alpha for their context. This also included new resources like our leader training videos around the 7 Best Practices of Alpha.

Looking Ahead

We are so thankful for the support of our generous donors as we look ahead to the coming year. Both our Easter and Christmas Gift Campaigns were incredibly successful and we are so blessed to have the provision we need to continue to serve the church in Canada.

Although we had many plans for 2020, we acknowledge that God directs our steps and we are learning to be flexible and adapt to how we serve the church during the current crisis. To this end, we have pivoted our training and resources to enable churches to run Alpha online. You can read more about these changes in this report, as well as how we are learning to re-centre ourselves around prayer as the foundation from which we serve the church.

With gratitude,

A handwritten signature in black ink that reads "Shaila Visser".

Shaila Visser
National Director, Alpha Canada

2019 Highlights

Celebrating Your Impact



85,516

People heard the good news of Jesus on Alpha.



25,271

People began or restored a relationship with Jesus.



4,123

Alphas were run in churches across the nation.



2,250

Churches and organizations ran Alpha.



35,414

Volunteers participated in running Alphas.



532

Churches/orgs ran Alpha for the first time.

Over 1,090,166 people in Canada have experienced Alpha.

New Resources to Engage and Equip the Whole Church

Life Shared Media Campaign



3.3 Million

Christians were encouraged to be more invitational.



5.2 Million +

Video views on YouTube and Facebook.

New Leader Training Videos



12 New Videos

Featuring the 7 Best Practices of Alpha to help churches improve their Alpha experience.

Life Shared

Small Group Series

This series equips churches with Biblical teaching from leading Christian voices and real stories of invitation. Each session explores what it means to live out God's call to share our lives and our faith.



“Life Shared meets one of the greatest challenges that churches are facing in our current culture - how to reach people and how to get the whole church to embrace hospitality and invitation.”



Rob Hogendoorn, Senior Pastor
Forest City Community Church, London, ON

Muskoka Woods

Alpha Retreat

Churches came together at Muskoka Woods for a joint Alpha Weekend and experienced the impact of having a special time away for their groups to build deeper relationships and have moments of prayer.



Celebrating Student-Led Alpha

“15 kids showed up the first night and I was not expecting that. The next week, there was over 20, and it just kept escalating from there and it was a beautiful thing to see.”

Rachelynn, Alpha for Youth student volunteer

18-year-old Ewen had a heart for his classmates to hear about Jesus and decided to invite his peers to a youth Alpha hosted in his mom’s living room. He invited his entire school of 300+ students and waited to see what God would do in the small town of Pincher Creek, Alberta.

With the prayer support of his youth pastor, pizza on hand, and the Alpha Youth Series cued up and ready to go, the first night of Alpha came and so did the kids. Ewen quickly realized God was on the move in the youth of Pincher Creek as the group of peers in his living room grew in numbers each week.

“Week four we had our first kid get saved. A guy my age, I’ve known since grade three. I go walk up to him and I grab his hands, ‘Kyle, do you want to give your life to Jesus?’ He looked me right in the eyes, he’s like, ‘Ewen I’ve been waiting for four weeks for you to ask that.’”

Ewen not only began to see his peers come to faith in Jesus, but they also experienced God’s miraculous healing during moments of prayer ministry. Through the work of the Holy Spirit at Alpha, Ewen and his friends were empowered to share the gospel with their friends and had the joy of witnessing salvation spring up in Pincher Creek.

What Youth Pastors Are Saying

“Over the past two years, we’ve seen 37 Alphas running in high schools all led by students from other youth groups that we brought together. Alpha was the primary tool to put in their hands, and we’ve seen a few thousand people go through Alpha through the obedience of these students saying, ‘Yes I want to reach my friends.’”



James Clarence, Youth and Young Adults Pastor
First Assembly Church, Calgary, AB

The Power of Prayer & Invitation

The 11:02 Prayer Initiative, originating from Holy Trinity Brompton in London, UK, encourages church communities to set their alarms every day and pray for three friends they would like to invite to Alpha.

When Father Justin's church, St. Anthony of Padua Parish, decided to run Alpha for the 8th time, he knew they needed to focus on prayer as the beginning of evangelization.

As a lead up to Alpha they handed out the 11:02 prayer cards and people were faithful to the task! God answered the prayers of the parish in amazing ways.

St. Anthony of Padua Parish had the joy of seeing people's lives transformed by the gospel as the direct result of their prayers. We look forward to seeing the continued impact of the 11:02 Prayer Initiative in the coming years.

“Around 100 people in the parish responded to us that they had invited someone to Alpha. We had 134 people register for Alpha, which is the largest ever in our parish after doing Alpha for four years.”



Father Justin Huang
St. Anthony of Padua Parish
Vancouver, BC

Alpha Prayer Card

Who in your life could you pray for?

a friend
a family member
a teammate
a neighbour

11:02 LUKE

Write down the names of three people you would like to come to know Jesus.

Set an alarm at **11:02 am** as a reminder to pray daily for them, and be open and expectant to see how God might use you.



1

2

3



Write down the names of the three people you would like to pray for and invite to explore faith on Alpha.



Set an alarm as a reminder to pray daily for them.



Be open and expectant to see how God might use you.

Adapting to Serve the Church in 2020

As the church in Canada is adjusting to a new way of doing life and ministry, we have pivoted our training and resources to equip leaders to run an amazing online experience.



869

Online Alphas registered.*



601

Churches running an online Alpha.*



19

Online training events for churches.*



2,724

Leaders (non-unique) have attended online training events.*

*As of May 21, 2020.

“I have been proven wrong so many times in my life, and Alpha online is one of those occasions. I’ve always said Alpha online won’t work, and I could not be more wrong. There is an openness to the gospel which we’ve never seen before.”



**Nicky Gumbel, Pioneer of Alpha
& Vicar at Holy Trinity Brompton, London, UK**



Alpha Online

Alphas all over Canada have been running online and we want to support and serve churches across the nation as they continue to share life, faith and Jesus.



Training Resources Webinars & Learning Labs

We've created downloadable training materials like how to run Alpha online using Zoom, specific Alpha for youth tips, and a new set of training videos called The 7 Good Practices for Running Alpha Online.

We're hosting weekly webinars on how to launch Alpha online as well as on topics like how to do ministry moments on an online Alpha.



Prayer Initiative

We've made it our priority to make personal contact with all Alpha Administrators to pray with them and offer them our support as they run Alpha Online. **So far, we've had 700+ prayer touchpoints with leaders (as of May 21, 2020).**



Promotional Materials

We've created new digital promotional materials so churches can invite their community and guests to be a part of an online Alpha.

Adapting to Serve the Church in 2020 cont'd

Alpha Administrators Networks

Alpha Administrator Networks are designed to regularly bring together local Alpha leaders from churches with varied denominations and traditions to build relationships, support and learn from each other and to ultimately discern and explore how they can impact their communities through Alpha and other unified initiatives.

These churches will be equipped and mobilized to multiply Alpha's influence in the region as they come alongside other churches providing support and encouragement. There are currently seven networks in urban centres across Canada with more planned into the latter part of 2020. In some cases these networks will be hosted and facilitated by the local church with support from Alpha Canada.

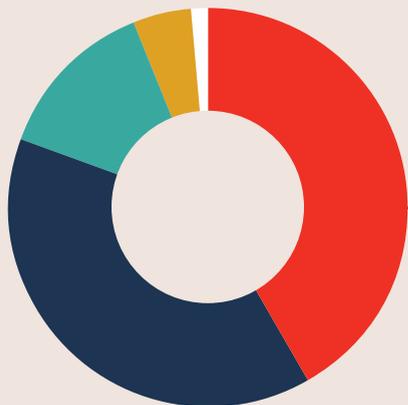


Alpha Youth Series in French

Over the last number of years Alpha Canada has been focusing on Quebec as a region with tremendous opportunity to reach people with the gospel. Building on the success of the Alpha Youth Film Series (AYFS) to impact students for Jesus, in 2019 we were able to dub the Alpha Youth Series in French for Francophones in Quebec and all over Canada.

The project also includes new interviews of students in Quebec to localize the content, making it appealing and relatable for the context in Quebec, to its multicultural students, as well as to French people globally. We're excited to see how this new product will reach French-speaking youth with the gospel!

2019 Financials



Donations and Income: \$6,061,874

●	General Donations	41.73 %
●	Designated Donations	39.05 %
●	Joint Ministry Donations (Outside Canada)	13.15 %
●	Alpha Staff Support	4.88 %
●	Other Income	1.19 %

Donations by Source

●	Individuals & Family Fdns.	88.74 %
●	Churches	9.03 %
●	Charitable Fdns.	2.23 %



Ministry Expenditures: \$5,565,710

●	Ministry Focus	63.82 %
	- Church Support	67.97 %
	- Course Support	32.03 %
●	Joint Ministry (Outside Canada)	14.32 %
●	Administration	11.95 %
●	Fundraising	9.22 %
●	Events	0.69 %



A Thank You from Church Leaders

It's because of your generosity that we can continue to serve the church in Canada.

“For those who give that might not know what they’re giving to, or what the end result looks like, it looks like the next generation of the church in Canada. They’re healthy, they’re vibrant, and they’re passionate about Jesus, and we’re so thankful for that.”



**Ryan Harmon, Youth and Connection Pastor
Lakemount Worship Centre, Grimsby, ON**



“I’m really grateful for the donors and for all that they provide through Alpha. It’s not just the videos, but everything that comes alongside those: the small group series, the training, and the Alpha staff who befriend and pray for our churches. They are only able to do that because someone has given generously and I am really thankful for that.”



**Vic Stander, Lead Elder
City Gates Church, Ajax, ON**

Our Mission

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

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