

Partnering with
Alpha Canada





Vision

At Alpha Canada, our vision is the evangelization of Canada resulting in the transformation of the nation.



Mission

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

Thank you for your interest in the work of Alpha Canada.

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

We are passionate that every person, regardless of their background, should have an opportunity to explore faith in a safe, non-judgmental environment, and find hope in discovering Jesus.

In North America, symptoms stemming from a secularized society include loneliness, isolation, anxiety and depression. Millions of people are holding onto significant unanswered questions about their purpose with no safe place to ask them.

Alpha is well positioned to resonate with this demographic as it actively helps create spaces for people to connect with others and explore their questions about the meaning of life, faith and God.



Alpha through the years



2018

883,000+ people in Canada have experienced Alpha.

—
Over 26 million people worldwide have experienced alpha in over 100 countries and over 100 languages.



2011

1/2 million people in Canada experience Alpha.



2013

Alpha Canada releases first-ever Alpha Youth Film Series.

—
Alpha Canada launches Alberta2013 campaign resulting in over 30,000 guests experiencing Alpha in Alberta.



2016

Alpha launches new Alpha Film Series globally.

—
Alpha implements first-ever Global Alpha Campaign featuring Bear Grylls in 11 cities across Canada.



2017

Alpha Canada releases the Alpha Film Series in French.

—
Global Alpha Campaign featuring Bear Grylls launches in the Greater Toronto Area.

—
Alpha produces and launches the new Alpha Youth Series globally.



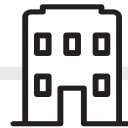
2003

First Canadian National Alpha Advertising Initiative – Number of Alphas grow 300%.



1999

One million globally experience Alpha.



1998

Alpha Canada office opens in Vancouver with first ever Canadian National Director Sally Start.



1995

Nicky Gumbel speaks at First Alpha Conference held in Canada

—
Alpha is run in prisons for the first time.

—
First Alpha Conference held for Catholics.



1977

Alpha begins at Holy Trinity Brompton (HTB) in London.



1981

Alpha expands to a 10-week course with a weekend away.



1990

Nicky Gumbel takes over the running of Alpha and repositions it for non-churchgoers.



1993

Questions of Life, Alpha in book form, is published.

—
HTB holds the first national Alpha conference, attended by 1,000 church leaders.



1994

First Alpha runs in Canada.

The Alpha Experience

For the church, by the church, through the church

Alpha is dedicated to helping people encounter Jesus through his church. Our heart is to see the church grow and advance for God's glory – both in Canada and around the world. We work with churches to create a culture of invitation, radical hospitality and reliance on the work of the Holy Spirit so that they can provide a relaxed environment for friends, family, co-workers and neighbours to have honest, open conversations about the big questions of life.

The church invites guests to their Alpha - a series of interactive sessions that explore the basics of the Christian faith. Sessions include food, a short talk about the Christian faith, and a time to share thoughts in open discussion without being corrected or judged. Each session covers a different topic, such as "Who is Jesus?" And "Why and How do I Pray?" With a weekend away designed for guests to learn about the Holy Spirit and pray with guests.

At the heart of Alpha is the act of inviting people into a conversation without presuming any understanding of faith. It is far more than a curriculum; it is a way for churches to engage their communities, love their neighbours, and make disciples.

Over 26 million people have experienced Alpha in over 100 countries and over 100 languages.

Alpha is endorsed by the leadership of every major Christian denomination and is running in churches, cafés, universities, prisons and homes all around the world.



Making disciples and developing leaders

Churches don't only run Alpha because of its proven ability to engage people outside the church. They also recognize its benefits for discipleship and leadership development within the church.

Embracing the culture of Alpha, Alpha leaders, hosts and helpers invite their friends and walk with them on their faith journey. **Over 40,000 volunteers across Canada are mobilized each year by churches running Alpha.**



Alpha is relevant and effective

We are living in a post-Christian culture, where sharing faith is becoming increasingly difficult, and people are becoming less likely to attend church if invited. The church is facing a real challenge and it requires a new response to engage culture effectively. **Alpha is an effective method of evangelism for our current cultural moment.**

Churches find Alpha to be unique, exciting, and culturally relevant. With an emphasis on invitation, hospitality, and authenticity, churches are able to reach people outside the church, introduce Jesus into their lives, and help them become part of a community.



Global Impact Study

Over 200 churches across 11 countries and all major denominations participated in our first ever global Alpha study in 2016, conducted by The Barna Group, a US-based research company.

Countries and churches were selected from across the world to reflect a variety of ethnic, cultural and religious backgrounds that is representative of Alpha's reach. 670 Alpha guests and 278 church and course leaders participated in an online survey. We were hugely encouraged to see the specific, significant impact that Alpha is having worldwide.



Church Impact



93% of church leaders will definitely recommend Alpha to another organization.



95% of church leaders say Alpha is effective for evangelization.



96% of church leaders say Alpha is an effective tool for discipleship.



99% of church leaders say Alpha has created a safe place for people to come and ask questions about the Christian faith.



99% of church leaders say Alpha has been successful at drawing people to Jesus.

Statistics are based on the Alpha Global Impact Study conducted by The Barna Group in 2016.

Guest Impact

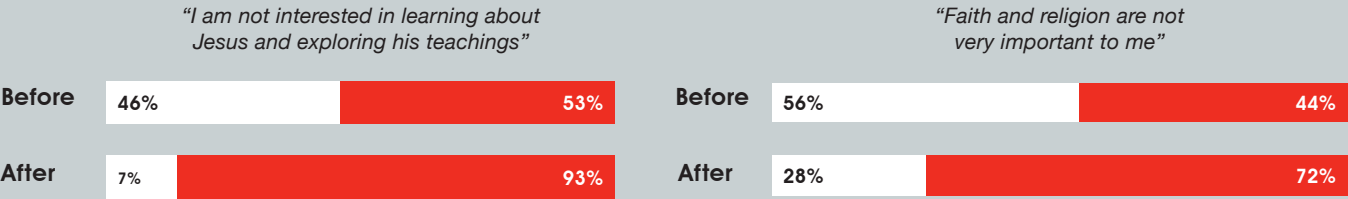
After Alpha...



Although becoming a follower of Jesus does not necessarily equate to conversion to Christianity, a variety of data points demonstrate significant spiritual impact, and even radical life change. For example, 88% of non-Christians became more committed to growing their knowledge of the Bible after Alpha, and 80% became more committed to sharing their faith in Jesus with others.

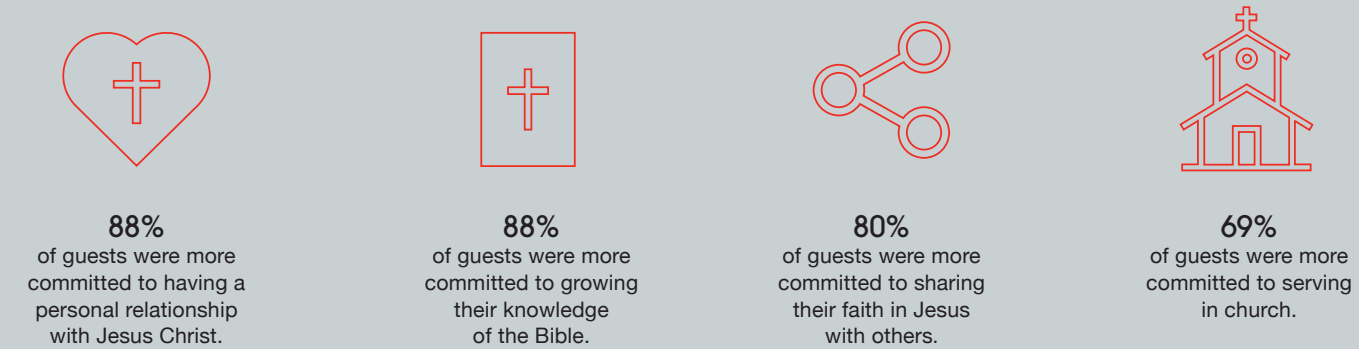
Changes in views after Alpha

for guests who described themselves as non-Christian before Alpha:



Changes to commitment levels after Alpha

for guests who described themselves as non-Christian before Alpha:



Readers should note that the guests who completed the survey were likely those who continued until the end of the course, and therefore the results may not represent those who dropped out. The guest retention rate of Alpha for the churches who took part in this study was 78%, as measured by the number of guests at the last week of Alpha compared to the first week.

Why is Alpha Donor-Funded?

Since the beginning, and more than ever, Alpha prioritizes giving the best to the Church, both by creating the highest quality resources and making all of our resources available for free. We can only do so by inviting and inspiring generosity among individual philanthropists, foundations and organizations who share our vision, mission and values.

Through the generosity of donors, we provide all of our resources, training and support at no cost to churches and give individuals the opportunity to share their faith with great ease and accessibility.

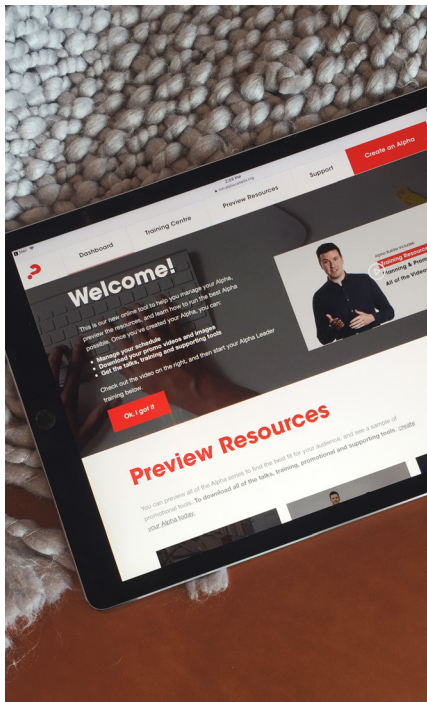


Uniquely Equipped for Mission

There is a growing demand for Alpha in Canada's local churches. The number of Alphas increased from 2,400 in 2015 to 3,800 in 2016, and 5,000 in 2017! We take the time to listen to the church and continue to innovate to meet demand and product needs.

Alpha is well positioned for accelerated and sustainable growth across our nation as we continue to invest and build capacity in offering rich and engaging digital experiences to churches and to guests. Our passionate, qualified team is serving the church in exciting ways as Alpha becomes a leading catalyst for long-term evangelistic impact in Canada.

Led by National Director, Shaila Visser, and Associate National Director, Stephen Mulder, our experienced Regional and Specialty Field Directors meet with thousands of church leaders each year to help turn evangelistic vision into action. They cast vision at ministerials, denominational gatherings, youth conferences, outreach events and train Alpha leaders who can in turn lead their teams well. Alpha is highly relational, staff-driven and volunteer-run.



Alpha Canada mobilizes an increasing number of over 40,000 volunteers a year in the work of evangelism serving as leaders, hosts and helpers on Alpha.

Digitally, we invite website visitors, who are primarily churches, guests, and potential users, to engage with us through live chat so we can offer timely support and answer any questions to help them decide to try or run Alpha and support them along the way.

It is through digital space that we see Alpha multiplying in a highly scalable environment. Our staff and volunteers engage in 1,000 to 1,500 live chat conversations per month, with expectations for further growth and impact.

Through staff training and digital support, churches and volunteers across Canada are equipped with state-of-the-art resources needed to run life-transforming Alphas.

Re-imagining Evangelism for a Post-Christian Culture

Alpha helps churches re-imagine evangelism in this age of skepticism by creating powerful, engaging resources which they can provide in a safe, non-threatening environment.

According to findings from the Angus Reid Institute, 19% of Canadians identify as non-believers and 30% as spiritually uncertain. People are searching and simultaneously skeptical of religion.

“We live in a time when a great many Canadians are searching for answers to questions about God and the meaning and purpose of their lives. They are looking for a faith that is defined by more than the symbols and words of traditional religions. The genius of Alpha is that it offers a fresh and energetic perspective on fundamental questions about Christianity.”

- Angus Reid

Chairman of the Angus Reid Institute, Vancouver, BC



Alpha Resources

We consistently offer at least three different video series to captivate different ages and audiences in a unique way with the Gospel of Jesus.

i. Alpha Film Series

Repackaged for today's audience, the Alpha Film Series is emotive, engaging and epic in scale and scope. Nicky Gumbel and two new presenters, Toby Flint and Gemma Hunt, walk through the basics of the Christian faith in a way that multiple audiences can relate to. The episodes feature inspiring stories and interviews from all around the world, as well as visual illustrations and motion graphics.



ii. Alpha Youth Series

The brand new Alpha Youth Series has been reimagined for today's youth culture. Since the launch of the first Alpha Youth Film Series in 2013, it has been used to run Alpha for 13-18 year olds in 49 countries, in 19 languages — giving young people all around the world the chance to explore faith through Alpha. It was filmed in Vancouver, London, Paris, Rome, Israel and many other incredible locations.



iii. Alpha with Nicky Gumbel

Alpha pioneer Nicky Gumbel delivers a complete, updated set of 29-minute Alpha talks. Filmed live at Holy Trinity Brompton, London, these videos provide the definitive version of Alpha talks for tens of thousands of churches of all denominations around the world.



*Alpha is available in over 100 languages globally, with English, French, Cantonese and Mandarin fully accessible for free through Alpha Canada. With new francophone resources, we have seen a great increase in French Alphas in Quebec and throughout Canada. In 2014 there were 36 Alphas in French, which has now grown to 300 with the addition of French resources.

Alpha for Youth

There is exciting potential with Alpha for Youth in churches, homes and schools. Teens are searching for answers more than ever as they feel increasingly disengaged and without purpose. Alpha for Youth has been a catalyst for uniting local churches and establishing faith in youth. Young Christians find that Alpha demystifies sharing the gospel and empowers them to share their faith. Many are running Alpha for their friends, growing in their own spiritual lives.



“Alpha has challenged us to change our culture. This simple concept [of loving people] has absolutely transformed our ministry. This new culture that we have adopted has created a safe and open environment for students from all walks of life to feel comfortable enough to come and keep coming despite our differences.”

- Youth Pastor
Oshawa, ON



The Alpha Youth Series

Given the huge success of the Alpha Youth Film Series (AYFS 2013), we launched a re-imagined Alpha Youth Series (AYS 2017) to engage the next generation in a fresh and relevant way.

The new AYS is part of our key global strategy, projected to reach 3 million teens around the world by 2022.

We are engaging more and more youth workers in the mission of reaching the next generation, inspiring and equipping them with student-specific resources and the Alpha Youth Series.

129,000+

young people in Canada have experienced Alpha (since 2013).

33,000+

students have begun or restored a relationship with Jesus.

1 million

young people have experienced Alpha globally.

Alpha for Prisons

For inmates, attending Alpha while in prison not only helps transform their lives through a personal encounter with Jesus, but it renews their hope and helps prepare them to begin a new life outside prison doors. An amazing change takes place, and the rate of re-offence drops significantly when released offenders have taken Alpha and are connected with a local church community.

There are over 181 prisons in Canada and it is the prayer of Alpha for Prisons to see every institution in Canada running Alpha so that every inmate has an opportunity to discover a relationship with Jesus Christ. So far, through persistence in building key relationships, Alpha for Prisons has had the opportunity to be active in over 65% of Canada's correctional facilities.



"Through Alpha I learned that I'm not alone and that God is going to be with me, even if I do spend the rest of my life in jail."

- Alpha guest
British Columbia



Alpha in a Catholic Context

Alpha has been able to serve Catholic churches as they seek parish renewal through revitalizing faith in their communities. Alpha is a way to introduce the message of the gospel (the kerygma) in Catholic parishes, and is especially helpful in the first evangelization. Alpha has gained unprecedented favour in archdioceses as it aligns with their present missionary shift and response to the call by Pope Francis, Pope John Paul II, and Pope Benedict XVI to "a new evangelization."

Parishes running Alpha have seen significant renewal as people experience deepened relationships with Christ. Alpha is championed by many Catholic leaders including Spiritual teacher to the Pope, Father Raniero Cantalamessa, and Cardinals Marc Ouellet, Gérald Lacroix, Christoph Schönborn, and Father James Mallon.

"Alpha engages people in a language they can understand with human hospitality and warmth, with truth explained in a rational and winning way, and with discussions that allow them to dialogue, process their own experience, and learn from others."

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

Positioning for Greater Impact

There is opportunity for greater service and much more potential to share Christ with our nation and around the world. In the last few years, Alpha's position as trusted allies of churches in the work of making Jesus known has become further established with unprecedented favour.

We sense a renewed move of the Spirit and God's hand of blessing on our relationships and influence. We are focusing on a number of key areas to fuel our impact:

Training and equipping

churches to run the best Alphas possible

Digital innovation

in delivering support and high quality Alpha product

Engagement

with more churches and awareness of Alpha

Research, insight and data

focused on the needs of the Church and future Alpha guests

Inviting and inspiring financial partnerships

to accelerate our mission

Partnership Opportunity in this Meaningful Work

Your commitment to our shared vision to see the re-evangelization of Canada and the transformation of society through transformed lives has great impact.

We value your partnership, as we rely solely on our community of generous, faithful partners across the country to support the work of Alpha Canada. We invite you to become a financial partner in this ministry and to join in all we do to make Jesus known.

Alpha is committed to use every gift wisely and steward all that we are given with great honour, humility, and responsibility.





Henry & Cory's Story

“We know that helping a person discover a relationship with Jesus is the first priority.”

My wife and I are so grateful to have become Christians through Alpha.

Before being invited to Alpha, I was somewhat familiar with the idea of God but did not have a relationship with Jesus. Alpha explained the Gospel so well that I finally got it! My wife saw the changes in me and decided to go check it out for curiosity's sake.

Since then, we have both wanted to support the Alpha team in any way to help build up Alpha so that we can help people find Jesus Christ.

As I desire to commit my time, resources and talents, I believe that Alpha is the best tool to leading people to Jesus. Cory and I like to give strategically, and when we think about what needs people have, we know that helping a person discover a relationship with Jesus is the first priority.”

- Henry Zech with Cory Zech

Leave a Legacy

A wonderful way to continue supporting an organization that you value is by planning a gift from your estate. Alpha Canada relies on thoughtfully planned gifts as part of foundation for our work.

The Canadian tax system encourages charitable giving by granting tax benefits to the donor. There are a number of tax-efficient ways to create a future gift, allowing you to support the charity of your choice instead of paying the government in the form of taxes.

A charitable bequest in your will can provide a specific dollar amount, a percentage of your estate, or a gift of the residue, which consists of whatever remains in your estate after gifts to your loved ones and all expenses have been paid.

For more information on how to leave a lasting legacy with Alpha Canada, please contact us.



Alpha Canada Board Members

Shaila Visser

National Director, Alpha Canada

Shaila Visser is the National Director of Alpha Canada and a key leader on the Global Executive Team for Alpha International.

Mr. Jim Billingsley

President and CEO, Woodbridge Northwest Communities Ltd.,
Vancouver

Jim's faith came alive on Alpha. He is a businessman and has a special place in his heart for the work of Alpha in prisons.

Pastor Dave Koop

Senior Pastor, Coastal Church, Vancouver

Dave is a global church leader. His church runs Alpha regularly and has a passion for Global Alpha Training, sending out teams internationally to train thousands of leaders on how to run quality Alphas.

Mr. John Mackay

President, The Strand Corp, Vancouver

John is on the Alpha Canada board as well as on the boards of Alpha USA and Alpha International and brings a global perspective to the work of Alpha Canada.

Father James Mallon

Episcopal Vicar for Parish Renewal and Leadership Support,
Archdiocese of Halifax-Yarmouth

James is on the Alpha Canada board as well as the International Alpha for Catholics Board.

Mr. Art Reimer

Private Advisor, Raintree Financial Solutions, Edmonton

Art was the pastor of Beulah Alliance Church for more than 8 years, prior to his current role with Raintree. He has run many Alphas in Edmonton.



Charitable Registration
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