

CANADA 2017 ALPHA CANADA 2017 ALPHA CANADA 2017 ALPHA CANADA

**YEAR
IN
REVIEW**



A portrait of Shaila Visser, a woman with dark curly hair, smiling. She is wearing a dark blue button-down shirt with a tie belt and a small gold necklace. The background is a plain, light-colored wall.

MESSAGE FROM SHAILA

As I look back on 2017, I am both humbled and thrilled with what God has done through the staff, board, volunteers and Alpha partners. Thank you.

In our vision to serve the local church, we engage with the full spectrum of church traditions. As they continue to engage their communities, we have seen a historic number of 5,000 Alphas, over 109,000 guests and 41,000+ volunteers. Praise God!

We entered into 2017 with a focus on quality and retention of Alphas rather than the number of churches and courses. What a delight to see that as we went deep with individual churches, God brought the increase in other areas.

We strategically looked at ways we trained the church, which included radical hospitality, invitational culture, the Alpha Weekend, and the Healing Night. Our survey data identified growth in all areas except the Alpha Weekend which takes more time, energy, and cost but provides the greatest impact. This is an ongoing challenge that we are addressing through modelling the weekend and continuing to raise awareness to the church of the transformational value it can have on their guests.

There were a number of key activities last year that were pivotal to achieving our strategic goals:

The Alpha Youth Series

On October 1st, we launched the new Alpha Youth Series. This was funded by our Canadian partners, rolled out globally through the fall and continues to be translated for other National Alpha Offices. We are amazed at the number of Alphas that have started in such a short period of time. It continues to perplex me why we have difficulty funding this remarkable area of the organization on a consistent basis.

Digital Engagement

Alpha Builder launched in the Spring of 2016 and continues to gain traction. We've since developed new direct-to-church engagement capabilities, a digital training centre, and host/helper features. We also partnered with Malaysia, USA, Australia, and the UK to roll it out for other Alpha offices.

French Resources

In 2017, we launched the Alpha Film Series in French, our new French website and new training resources featuring French speakers. This led to the increase of our French Alphas by 251% across the country, particularly in Quebec.

New Funding Strategy

Sally Start's retirement at the end of 2016 gave us the opportunity to rethink our funding strategy. I took on a larger responsibility and we hired a part-time consultant with over 25 years of philanthropy experience. By September, we transferred another person to this department that will give us opportunities to work with our partners and train up someone within Alpha Canada. We set ourselves a goal of increasing revenue significantly and by the grace of God we were able to achieve our goals.

In 2018 we anticipate new challenges in fund development. With our philanthropy consultant and new Alpha Ambassador, we anticipate a greater balance between my time and the others by Q4 2018.

New Office

Our board and staff have been evaluating the lasting investment opportunities in hiring and retaining quality people. Part of this evaluation was to consider a new central workplace that allows for greener options and reduced commute time. We are blessed to have a new office space in New Westminster, BC.

We are so grateful to the church who opens the door to us to serve them, for the tireless volunteers and for the faithful partners who make this a financially-viable mission.

It is our joy to do this work and we hope this report gives you a small taste of the amazing blessing it is to be part of the Alpha family in Canada.

With thanks,



Shaila Visser

National Director, Alpha Canada



VISION

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



MISSION

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



883,000+

People have experienced Alpha in Canada.

2017 NUMBERS

The greatest impact in our history



109,910

guests experienced Alpha
(47% increase from 2016)



29,517

guests began or restored a
relationship with Jesus



5,000

Alphas run
(34% increase from 2016)



2,029

participating churches & orgs



41,204

volunteers mobilized
(41% increase from 2016)

51% INCREASE IN ALPHAS RUN
IN A CATHOLIC CONTEXT



“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

ALPHA IN CATHOLIC CONTEXT



YASI'S STORY

Born and raised in Iran, Yasi was Muslim by tradition. A friend invited Yasi to go to church with her while she was studying abroad. She was becoming curious about Christianity and decided to say yes to her invitation.

"My friend was a perfect example of kindness and love for me," she says. "Her family let me stay in their house when I had no place to stay and not much money. When I started going to church, there was something there that made me feel good, so I kept going every week."

Then, Yasi moved to Montreal and connected with a church community that gave her the space and time she needed to explore faith and God. They were running Alpha so she decided to attend.

"I enjoyed the talks and the small group discussions and my group hosts were so nice," she says.

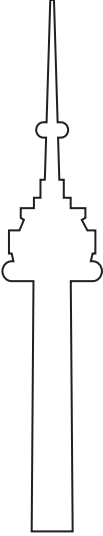
It was at that same time that Yasi's life was at its most fragile.

"My anxiety and depression were taking over my life and my relationship with my family was very fragile," she recalls. "I found myself at my lowest point. I felt hopeless. I was ready to accept Jesus in my life. The next day at Alpha, they asked if anyone wanted to pray to receive Jesus - and I did."

Things started to change at home for Yasi. After a few weeks, she started realizing how much her relationship with her parents had improved. She also found a new sense of joy and peace.

"I could really relate to what they [at Alpha] were talking about when they said Jesus will fill the empty space inside of you. He is really the missing part," she says. "I realized how important it is to stay connected to God's words and to his people. Struggles will come but he is my anchor and my hope."

GREATER TORONTO AREA



Last fall, churches across the Greater Toronto Area (GTA) invited their communities to try Alpha alongside the Global Alpha Campaign featuring Bear Grylls.

Outdoor and digital advertisements sharing Bear Grylls' faith journey helped encourage church communities to invite and guests to attend an Alpha nearby.

With Toronto being the fourth largest city in North America and one of the most multicultural, we are thrilled at the impact of this initiative as churches in the GTA and across Ontario worked together to invite their cities to explore faith and connect with a church community.

6,700

guests attended Alpha (approx)

292

Alphas run (114% increase from 2016)

158

participating churches (76% increase from 2016)

2,650

volunteers took part in running Alpha (approx)

900+

outdoor advertisements

6 MILLION+

views of digital ads

(GTA Alpha Statistics
Sept. 2017 - Dec. 2017)



Outside the GTA: Ottawa & London

1,852 Alphas run in Ontario in 2017 (65% increase from 2016)

"I loved the collective impact of this campaign. We had over 100 Alphas happening all over the city and a lot of churches had a sense that we were all doing something together. It gave great energy and cohesion to churches, so I think that was a really big win for our church and for our city."

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



CHURCH IMPACT

**Interview with
Jonathan Smith
Lead Pastor,
Agincourt Church**

What is your vision for evangelism in your church community?

We organize around these three terms: know God, love people, impact our city. We feel like one of the greatest privileges we have is knowing Christ; wouldn't we want that for everybody?

Probably the best and first question at every board meeting and on every agenda should be: How is this church helping me reach my unsaved friend? People's idea of what church should be would look less like a menu of preferences. It would look like a missional community that we want to partner with to see our friends and family come to Christ.

"I was shocked at how many people showed up, how many volunteers were there, how many people were engaged."

How did running Alpha and participating in the Global Alpha Campaign impact your church and the people involved?

It exceeded my expectations to be honest. I was shocked at how many people showed up, how many volunteers were there, how many people were engaged, the buzz in the room. These were new people engaging in a faith journey; it doesn't get any better than that.

It gave our people confidence. They get to lead something. They get a taste of what it means to serve and not power over people, but power under people, and all of a sudden people engage in other areas in the church to serve.

What is your hope for the GTA moving forward?

It's not hard to say that I love this city. My hope for the GTA is transformation, that people groups, religious groups, generational groups, would find a commonality in their Creator Jesus.

I just think the Gospel can penetrate the hardest of hearts, can penetrate the hardest of communities. I love this city, and I'd love to see it transformed by the Gospel of Jesus.

The Alpha Youth Series is an updated, interactive series that helps equip local churches, youth ministries, youth pastors and students in their mission to reach young people with the Gospel.

The new series was filmed in Vancouver, London, Rome, Paris, Israel, and many other incredible locations. It features interviews, testimonies and insight from people all around the world.

150+

Student-led
Alphas run in 2017

10+

major cities ran
student-led Alphas

EMPOWERING STUDENTS

Over the last two years, we've been working to provide youth leaders with support and resources as they empower students to run Alpha for their friends.

In 2017, multiple major cities across Canada began mobilizing and equipping students to work together to run Alpha in their communities and we are so excited to see what God will do through these students as they step out and invite their friends to explore faith and God on Alpha.

“I enjoyed the fact that all of my peers around me felt comfortable expressing their opinions during Alpha. It was like walking down the beach and sincerely talking about anything we believed in without any sense of discomfort or embarrassment.”

Grade 10 Student, Montreal QC



670

Alphas run using the
new series in 447
churches and orgs
(Oct. 2017 - Dec. 2017)

1,672

Alphas run for youth
in 2017

37,555

Alpha for Youth
guests in 2017 (72%
increase from 2016)

7,511

guests began
or restored a
relationship with
Jesus

ALPHA YOUTH SERIES

OUR GOAL IS TO REACH
3 MILLION YOUNG PEOPLE BY 2022

In October 2017,
we launched the new
Alpha Youth Series
in partnership with
Alpha International.



“If we continue to see the kind of growth that we’ve been seeing as we released the first Alpha Youth Film Series, I think the result will be millions of young people around the world having the opportunity to experience the love of community and the love of Jesus. I think that can change the world. The dream is seeing a whole generation changed.”

Jason Ballard, Alpha Youth Series
Host & Executive Producer

EQUIPPING THE CHURCH

SOURCES RESOURCES RESOURCES RESOURCES RESOURCES

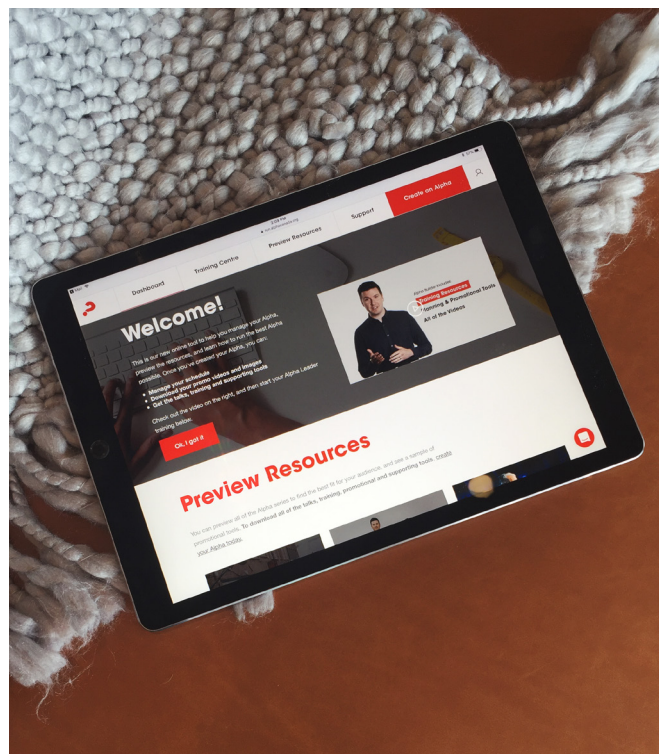
ALPHA BUILDER

Serving and Training Leaders across Canada

Alpha Builder launched in May 2016, enabling leaders to easily plan their Alphas and access the episodes, invitational resources and training material. Throughout 2017 it was updated with a simpler-to-navigate user interface and new features, including the ability to invite hosts, helpers and volunteers to view a weekly schedule and training resources.

"I'm just wrapping up my first time as a host/leader for Alpha at my church. It has been one of the most incredibly rewarding and fulfilling experiences of my life! I've been asked to help out again and I'm already counting down the days."

- Jason, Alpha Host, Peterborough, ON

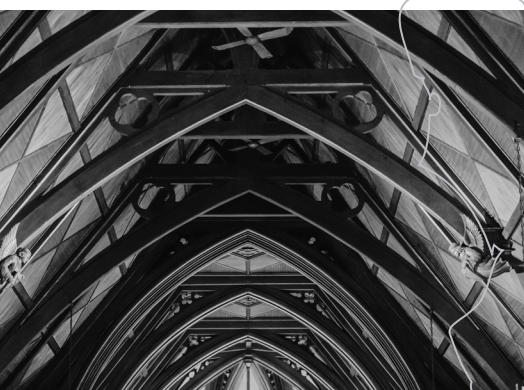


10,000+

Alpha Builder user accounts created

3,400+

Hosts/Helpers added as Team Members



NEW FRENCH RESOURCES

The launch of the Alpha Film Series in French, along with a new French website and training videos featuring French speakers, has helped us effectively serve more churches and leaders, specifically in Quebec.

295

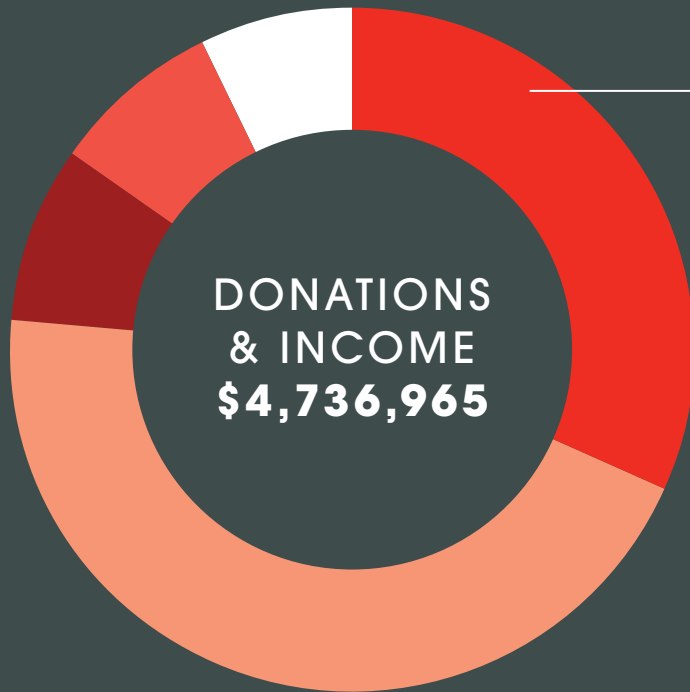
Alphas run in French (251% increase from 2016)

322

Alphas run in Quebec (85% increase from 2016)



2017 FINANCIALS



● General Operations	31.84%
● Designated	44.69%
- Alpha Film Series	15.06%
- Alpha Youth Series	37.06%
- Global Alpha Campaign	33.08%
- Other	14.80%
● Joint Ministry Ops (Outside Canada)	8.44%
● Alpha Staff Support	7.90%
● Other Income	7.13%

● Churches	8%
● Charitable Fdns.	3%
● Individuals and Family Fdns.	

89%



● Ministry Focus	28.12%
- Church Support	77.71%
- Course Support	22.29%
● Development*	51.57%
- Alpha Film Series	3.86%
- Alpha Youth Series	52.26%
- Global Alpha Campaign	43.88%
● Administration	8.99%
● Joint Ministry Ops (Outside Canada)	6.99%
● Fundraising	3.95%
● Events	0.38%

* The following designated development projects are offset by accumulated funds raised in the current and previous years through restricted fund accounts.

PARTNER WITH ALPHA

**This is a pivotal moment
in our history as we work
to inspire and serve the
Canadian Church in its
mission to help more
people than ever discover
a relationship with Jesus.**

**We are extremely grateful for your
generosity and prayers as we embark
on this journey together.**

alphacanada.org/give



Charitable Registration
No. 87260 6157 RR0001



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