

ALPHA USA

# Year in Review 2022



Alpha



# A LETTER FROM THE EXECUTIVE DIRECTOR



Greetings,

We are so grateful to God for everyone who has been a part of the Alpha story in 2022.

If you have prayed, given, served, led, or shared Alpha with someone else, then consider this report *our* report; what God accomplished was a result of our collaborative work. **Together, we saw hundreds of thousands of people experience Alpha last year.**

I have been reminded by multiple church leaders that simply preparing to run Alpha has made their church healthier. Implementing the practices of prayer and hospitality and following Alpha training about listening and praying expectantly for others creates a strong culture within the church. The work we are doing together is making us better people and our world a better place.

In 2022, hundreds of lead pastors, youth workers, and ministry leaders experienced Alpha at hub churches around the country and in London. Through our national conference, local and online trainings, key events like Love Listens, Experience Alpha, and Alpha Youth's Circles and Spaces, we were able to train and envision more than 4,800 people to run Alpha. Coaches, volunteers, and board members reached out to share Alpha with others, and we finished the year with more than 7,400 churches and ministries

running Alpha! Since the inception of Alpha in the U.S. 25 years ago, we have seen more than 30,000 churches run Alpha—nearly 10 percent of the total number of churches nationwide.

We anticipate this reach will grow with the important work we've begun through contextualizing our resources for the diverse populations within the U.S. You'll read more about some of these efforts within these pages; we are deeply grateful for the partners who have helped us begin this exciting work.

Alpha USA and Alpha International continue to work together in a strong partnership. Together, we are committed to finding creative ways to equip churches to embrace Alpha values and create and reflect a kingdom culture here on Earth.

Alpha is much more than a curriculum, product, or program. One of our board members, David Thomas, recently reminded me that Alpha has always primarily been a movement of God's Spirit. With all the incredible ministry updates that we have in this report, we must never lose our perspective that apart from Jesus, we can do nothing. With God, however, we can accomplish far more than we could ever dare ask or imagine.

Would you continue to pray with us that God would stir the hearts of his people to love their neighbors more deeply?

Pray with us that we, as God's Church, would keep the kingdom of God central in our motives. Pray with us that together we would see God's kingdom come in a way that more deeply reflects the fruit of the Holy Spirit. Pray with us that God would raise up tens of thousands of people who would commit to running Alpha so that **millions** more would discover a relationship with Jesus.

*With deep gratitude,*

A handwritten signature in dark ink, appearing to read "John Wentz".

**John Wentz**  
Executive Director, Alpha USA







## Praying in Unity

Over three days in August, more than 290 churches used our Kingdom Come Prayer resources to help coordinate prayer for the Alphas launching nationwide the following month. The goal was to gather, pray, and wait on the Holy Spirit to equip us to be Christ's witnesses through Alpha.


More than 3,500 people gathered together in one of the 115 unique gatherings across the U.S., and 35 were multi-church events representing 213 churches united in prayer. This meant whole communities were covered in prayer by their local churches—all of different denominations, races, and contexts.

While churches gathered, the Alpha USA staff covered 72 hours in non-stop prayer, interceding for those preparing to run Alpha and their guests.



AS I WAS WALKING TOWARD THE PRAYER GATHERING ON THE LAWN, A LADY ASKED ME WHAT WAS HAPPENING. I SHARED DIFFERENT CHURCHES WERE COMING TOGETHER TO PRAY FOR ALPHA AND THE CITY. SHE THEN ASKED IF IT WOULD HAPPEN REGULARLY! I LEFT THE CONVERSATION THINKING, 'PEOPLE ARE LOOKING FOR THE CHURCH TO LEAVE THE BUILDING.'

**- KINGDOM COME PRAYER ATTENDEE  
IN DALLAS, TEXAS**

A large, stylized graphic of two overlapping chevrons pointing to the right, rendered in a light gray color.

**"NOW TO HIM WHO IS ABLE TO DO IMMEASURABLY MORE THAN ALL WE ASK OR IMAGINE, ACCORDING TO HIS POWER THAT IS AT WORK WITHIN US, TO HIM BE GLORY IN THE CHURCH AND IN CHRIST JESUS THROUGHOUT ALL GENERATIONS, FOR EVER AND EVER! AMEN."**

**EPHESIANS 3:20-21, NIV**

# THE OPEN GENERATION

Like generations before them, the rising generations—Gen Z and Gen Alpha—are asking important questions about identity, purpose, and belonging. In 2022, Alpha Youth took steps to understand and reach teens within both generations. Partnering with the Barna Group, we undertook a wide-reaching research project called *The Open Generation*, which asked what young people thought about Jesus, justice, and the Bible.

It was clear from the responses that many young people knew who Jesus was—that he died on a cross and rose from the dead. They seemed to know the facts about Jesus, but there was something missing. The survey found that Gen Z did not have many substantial beliefs that Jesus is alive and active today. In other words, Jesus is a historical figure but not a personal Savior.

What we learned from this study is that Gen Z doesn't need more information about Jesus, they need an encounter with Jesus. This generation is open to conversations about Jesus, which is distinctive of Gen Z. Alpha is poised to make an incredible impact on a generation who wants to listen.

This research has reinforced our belief that Alpha is perfectly positioned to reach the next generation. In 2022, the Alpha Youth team launched new and refreshed



products specifically designed for teens who desire to engage in conversations and encounter Jesus.

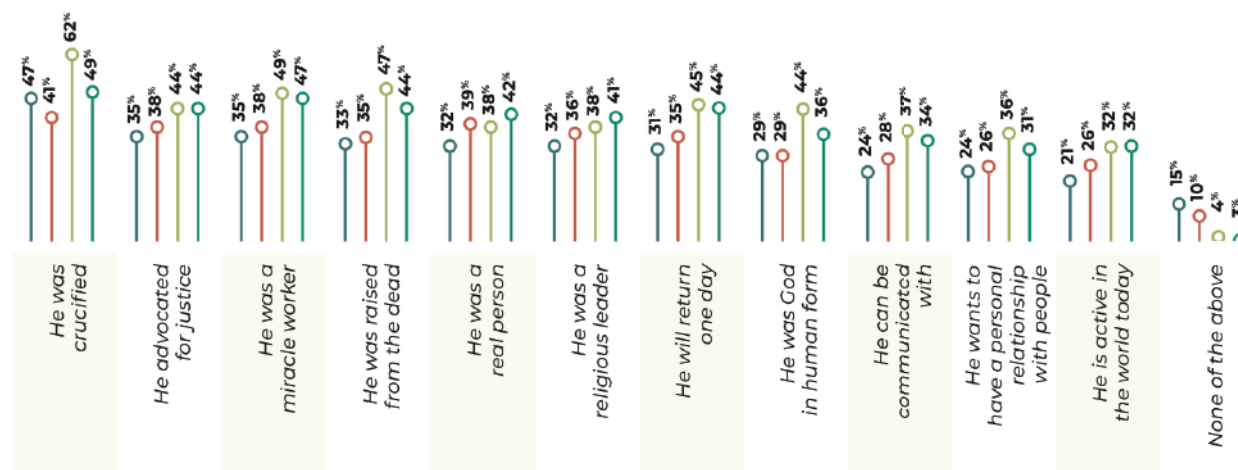
The premier product was a refreshed version of our Alpha Youth Series. Keeping the core content intact, the street interviews were converted into “couch conversations” with peers discussing questions focused on social justice, the pandemic, politics, and many other topics. These conversations lead toward Jesus without glossing over the challenges experienced in the last few years. The talks are relevant, real, and revelatory.

Next, we launched two unique series specifically designed with this generation in mind.

## Thinking about Jesus Christ, which of the following are true?

Select the statements you believe are true.

● Global teens ● U.S. teens ● Global Christian teens ● U.S. Christian teens



n=1,015 U.S. teens ages 13 to 17, July 21–August 24, 2021; n=24,870 teens ages 13 to 17, July 21–August 24, 2021.

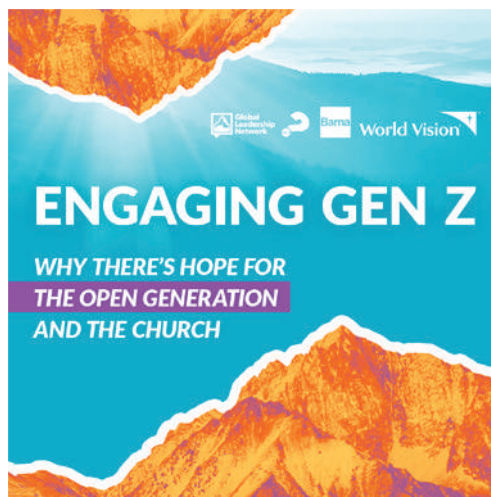




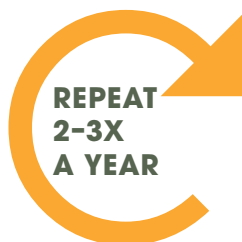
**Life on Purpose** is a four-week curriculum that focuses on finding a way to equip the Church to mobilize young people to share their faith and live on mission. The most effective way to reach this generation is by equipping them to find the courage and faith to talk to their friends about Jesus.

**Life Revealed** is a nine-part series that was created in collaboration with BibleProject to help young people engage with the Bible on their own. Conversations focus on the books of Luke and Acts. This series encourages young people to live for Jesus outside the walls of the church and in their everyday lives.

The rising generations are not problems to solve but people to love. In the years to come, we are committed to continue listening, learning, and loving the next generations so that they might encounter Jesus and embrace him as Lord.



## HOW TO GET THE MOST OUT OF THESE SERIES



### RUNNING LIFE ON PURPOSE

WEEKS 1-4

### TRAINING TO RUN ALPHA

WEEKS 5-6

### RUNNING ALPHA

WEEKS 7-16

### RUNNING LIFE REVEALED

WEEKS 17-26



## The Marriage Course

Healthy churches are made up of healthy families, and healthy families are made up of healthy marriages. That's why Alpha seeks to support health in married relationships with The Marriage Course.

The Bridge, Chino, a bilingual church in the suburbs of Los Angeles, has seen a natural connection between The Marriage Course and Alpha. The church had couples come to faith during Alpha, realized their marriage needed attention, and The Marriage Course was a welcomed next step. Conversely, the church has had couples from their neighborhood come to The Marriage Course and find a thirst for faith.

Rachel Lohman shares how The Marriage Course has become an effective outreach tool at The Bridge, Chino. She said, "We had people exploring church for the first time, and couples who weren't churched or had only watched our Sunday services prior. The Marriage Course was the first time they stepped foot physically on our campus. It was really cool!" From there, guests are invited to attend Alpha as a next step.

**Learn more about The Marriage Course at [alphausa.org/marriage](http://alphausa.org/marriage).**

# CULTURALLY RELEVANT CONTENT

Alpha exists to serve the whole Church; God's good news is not obstructed by class, economic status, or ethnicity. Jesus came for every tribe, tongue, and nation, and our desire is to serve and equip the Church by engaging with all denominations, ethnicities, and cultures. With intentionality, we have grown significantly in understanding how to serve and resource diverse churches through contextualized products and trainings.



*Pastor Isaac Frère presents the same topics found in the Alpha Film Series with updated stories, personal experiences, and biblical relevancy. This resource has been helpful in contextualizing the message of Alpha to new audiences.*



*The Chinese Alpha Film Series is Alpha's first fully contextualized version of the Alpha Film Series. Filmed entirely in Mandarin, the series allows nearly three million U.S. Mandarin speakers—and millions more worldwide—to explore life, faith, and meaning through representation, their heart language, and content that is culturally relevant to them.*

## Network Expansion & Growth

In 2022, Alpha partnered with donors and hub churches to launch three new regions: North Texas/Oklahoma, Southern California, and Northern California. There is a growing need for churches to capture the culture of Alpha and see transformation in their communities, which is why we are so passionate about expanding throughout the U.S.

When creating these new networks, prayer serves as the foundational cornerstone. With a commitment to prayer paving the way, the team works with a diversity of churches in the area, envisioning others to support the efforts through prayer, volunteering, and monetary gifts. This process is important because it ensures that starting Alpha is a community effort. None of us are in

this alone, and when Alpha moves into new regions, it is always with the intention to partner with what God is already doing in that area through the local church.

God's kingdom continues to expand, and Alpha is actively seeking ways to contribute to that expansion.







## FROM TRAGEDY TO TRIUMPH

"In prison, there are not a lot of people who care about what we are going through," she said. "To have somebody who really is there to care about what you are going through and to be there with you matters a lot." Rainbow's life was completely transformed when she met Jesus through Alpha in her county jail. She can now say, "I'm free! I am working. I am sober. God is who brought me from tragedy to triumph."

Read more of her story on our website: [alphausa.org/annualreport](https://alphausa.org/annualreport).

## Breaking New Ground

In a digital world saturated with ads and information, the Alpha team began experimenting with ways to expand our reach to new audiences. The He Gets Us team reached out to Alpha USA to help create a natural next step for those responding to their wide array of digital ads, and we were excited to be involved.

This collaborative effort gave those interested in exploring more about faith and spiritual matters with others a place to have conversations that go deeper than a digital ad experience can offer, ultimately bringing a new posture toward both evangelism and engaging explorers.



WE WANT TO BE READY TO RESPOND TO GOD WHEN HE CALLS US TO ACT. AT ALPHA, WE'RE ABOUT REAL PEOPLE GETTING TO KNOW THE REAL JESUS AND EXPERIENCING REAL TRANSFORMATION. WE KNOW THAT IT WILL TAKE MANY COLLABORATIVE RELATIONSHIPS TO HELP US REACH PEOPLE IN OUR DAY."

**-JESSICA GATTON, VP OF MINISTRY**

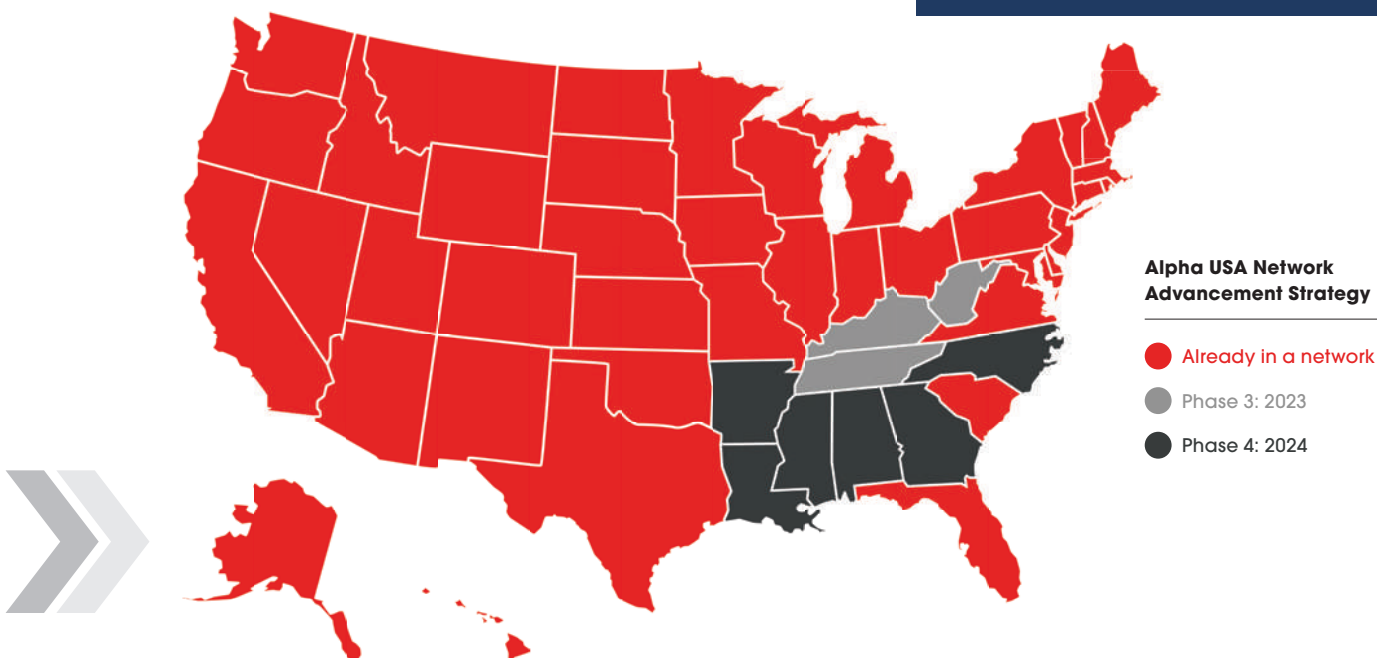
## Leading Through Listening

There is a deep need for churches to be more connected and better equipped to meet the demands of our current cultural moment. With *Love Listens*, the Alpha team brought church leaders together to practice listening to their cities, the next generation, other church leaders, and the Holy Spirit.

Five cities—Minneapolis, Oklahoma City, Seattle, Boston, and New York—hosted these key events, in which 378 church leaders who serve thousands around the country gathered, making kingdom connections with others.

"I found it so helpful to hear stories from people in my city collaborating and doing great things to build up God's kingdom."

*- Chris Boehm Carlson,  
Messiah Episcopal Church*



# BY THE NUMBERS

Alpha USA set a goal to serve 6,600 churches and organizations in 2022 with the resources needed to run Alpha in their communities. We thank God that we had the strongest third quarter we have ever had, and more than 7,400 churches and ministries ran Alpha last year. Each ministry that runs Alpha represents people who are discovering and developing a relationship with Jesus, experiencing the Holy Spirit, and reaching out to their friends and family with the transforming love of Jesus. As you read this section, please pray God would bless these churches and ministries and enable them to reach more people in 2023.



**404,258**  
ALPHA PARTICIPANTS\*



**13,331**  
TOTAL COURSES\*



**7,403**  
TOTAL CHURCHES &  
MINISTRIES RUNNING ALPHA\*

*\*estimated*

## GLOBAL CORNER

Alpha USA is one of many national offices that helps churches and individuals run Alpha in its country. God is using Alpha in more than 100 countries worldwide to help people discover and develop a relationship with Jesus, which positively impacts families, churches, and entire communities.

In Mongolia, Chandmani shared, "Before Alpha, my life was a mess. I used to do prohibited things. I always showed anger toward my family."

Chandmani was invited to Alpha by her sister while living in England. Though not religious, she participated to oblige her sister. The videos sparked her curiosity, and she continued to attend because she thought the content and discussions were interesting. During Alpha, Chandmani gave her life to the Lord, and her heart changed.

Chandmani's teenage son began to attend church with her, and their relationship improved dramatically. Her



mother also attended church and began to follow Jesus. Since that first Alpha experience, Chandmani has helped lead seven Alphas and serves in the church. She said, "Looking back, there is so much that has changed in my life."

Your support is helping to impact people in all corners of the earth. Thank you for being a part of reaching the nations for Jesus.

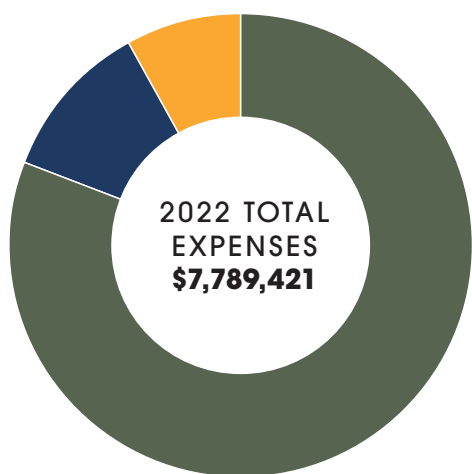
**You can watch Chandmani tell her story on our website: [alphausa.org/annualreport](https://alphausa.org/annualreport).**



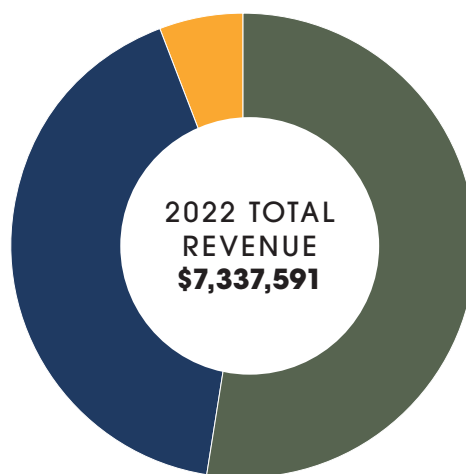
# FROM THE CHURCH TO THE CHURCH

At times, churches running Alpha create and freely share helpful resources. One church, Holy Trinity Church in McLean, Virginia, gave the deaf community a beautiful gift in the form of a dubbed Alpha Film Series with American Sign Language (ASL). Holy Trinity Church shared these videos with Alpha USA, giving U.S. churches this gift.

## 2022 FINANCIALS

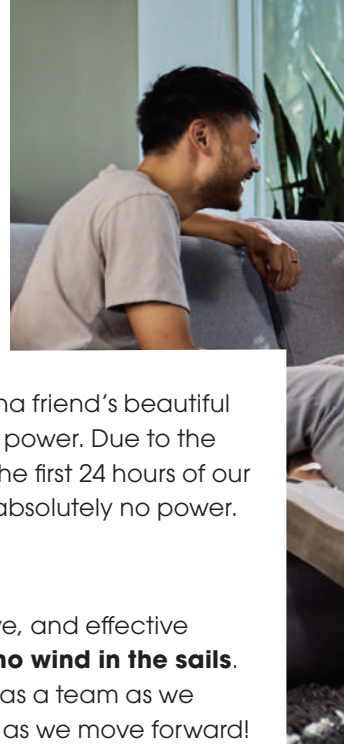


● Program Services	\$6,309,431
● Fundraising	\$856,836
● General & Admin	\$623,154



● General	\$3,847,523
● Designated	\$3,060,708
● Publishing & Other	\$429,360

Please note, Alpha USA prepaid some board-approved 2023 expenses which caused the discrepancy between our revenue and expenses. We manage our operating budget with a surplus reserve. Learn more about Alpha USA, how your gifts impacted others in 2022, and watch stories of lives changed on our website: [alphausa.org/annualreport](https://alphausa.org/annualreport).



# LOOKING AHEAD

In September, our team gathered for a strategy planning retreat, meeting at an Alpha friend's beautiful home in Park City, Utah. As we unpacked our bags, laptops, and notebooks, we lost power. Due to the unusually high temperatures in the area, there was a massive strain on the grid. For the first 24 hours of our trip, our team did the bulk of our planning in a beautiful, fully-equipped house with absolutely no power.

This became the theme of our prayers.

We quickly acknowledged that we could come up with the most innovative, creative, and effective strategy, but **without the power of God, we would be like a sailboat at sea with no wind in the sails.** We prayed, and as we did, we experienced a great sense of synergy and creativity as a team as we made plans for 2023. May we continue to keep our focus and dependency on God as we move forward!

A few of the highlights regarding the direction for Alpha USA in 2023:

We will...



**ELEVATE** the role of Alpha Youth in everything we do, so that eventually half (or more!) of all Alphas will be reaching Gen Z and Gen Alpha.



**GROW** our prayer networks and expand our prayer training offerings to better establish a culture of prayer within churches.



**INNOVATE** a new digital participant strategy to engage thousands of people exploring faith online.



**BOLSTER** our ministry support teams to support our quickly growing organization.



**SHOWCASE** a new documentary-style video training series based out of New York City to show how churches learn how to run Alpha.



**PREPARE** our systems and culture for more global work with Alpha International.



**STRENGTHEN** our work with ethnically diverse communities and establish 10 new diverse hub churches.

***Will you pray with us as we take steps in the direction that we believe God has set before us?***

## MISSION

Alpha equips and serves the Church in its mission to help people discover and develop a relationship with Jesus.

## VISION

The Evangelization of the Nations.  
The Revitalization of the Church.  
The Transformation of Society.

## VALUES

We are passionate about unity.  
We are by the Church and for the Church; We believe the Church and Alpha guests deserve the best;  
We are generous.



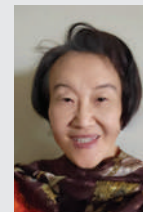




## What Leaders Say About Alpha



*"Through Alpha, people are able to experience the joy of having faith, the joy of believing in God, and the joy of being able to walk with Jesus."*  
-Most Reverend Louis F. Kihneman, III  
Bishop of Biloxi



*"We found that running the new Chinese Alpha Film Series helped us reach a wider audience. Seeing the film with Chinese hosts in familiar settings made it easier to identify and relate to what was being shared."*  
-Maria Huang, Alpha Coordinator for Chinese, The Crossing Church



*"Alpha is more than a program. It's a philosophy of how God works in this world through the Holy Spirit. God continues to transform hearts and lives through our Alpha courses, and I cannot think of a better tool for evangelization in our current culture climate."*  
-Jonathan Reider, Community Life Pastor, Friends Church Orange

### 'I HAD GIVEN UP ON MYSELF'

Michael was unsure what to expect when he walked into a parish offering Alpha for the first time. He shares that being welcomed into the community with joy and friendship, **"taught me to believe in people again."**

When his Alpha table celebrated his birthday with a cake and well wishes, he said, "No one had wished me a happy birthday in 20 years."

As Michael experienced love from others, he began to forgive himself for his past mistakes.

After having been unemployed for two years, someone from his Alpha offered him a job. Excelling in his work gave him strength to make other important life changes.

**"I had given up on myself. This community and program have given me a reason actually to try to do the right thing again."**

Michael is in the process of joining the parish where he attended Alpha. After a difficult season in life, he now looks to the future with expectancy.

Read more about Michael's story on our website at [alphausa.org/annualreport](https://alphausa.org/annualreport).

*\*Photo by Will Judd, Proclaim June 2022 Issue*



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