

2024 YEAR IN REVIEW ALPHA USA



A LETTER FROM THE CEO

You are making an incredible difference in the lives of people you may never meet, and I am grateful to God for you. It is humbling to witness the support of so many people who want to see others have an opportunity to explore faith in Jesus in a meaningful way. Your support, whether in financial generosity, energy spent hosting or inviting others to Alpha, or time spent in prayer, has moved this mission forward to new heights.



Alpha experienced a fantastic year in 2024, and I am excited to share more about it with you in this report. **Last year was one of the strongest years we have experienced in terms of the number of churches, organizations, and individuals who hosted Alpha.** More than 15,800 Alphas were run for over 505,000 participants. Of those, 138,416 were part of the Alpha Youth Series.

I am excited to share some of the tremendous qualitative impact results that Alpha is having here in the U.S. and around the world. Did you know that 86 percent of guests who rated themselves as “neutral or below” in faith saw a positive change in their faith when they attended Alpha, and 66 percent of all guests saw a positive difference in their engagement with faith?

God is using Alpha to draw people to himself, and their lives are being transformed.

Recently, I had a conversation with a man who came to faith through Alpha at Mission Church in Bloomingdale, Illinois. He grew up in the same neighborhood where I lived for 13 years in the Chicago suburbs. I probably walked past his house hundreds of times as I would take prayer walks, and I am confident that the prayers I prayed for our neighborhood impacted him and his family, even though I had never met them.

Have you ever wondered if your efforts, prayers, and generosity make a difference? Let’s remember Paul’s words in 1 Corinthians 15:58, “Always work enthusiastically for the Lord, for you know that nothing you do for the Lord is ever useless.”

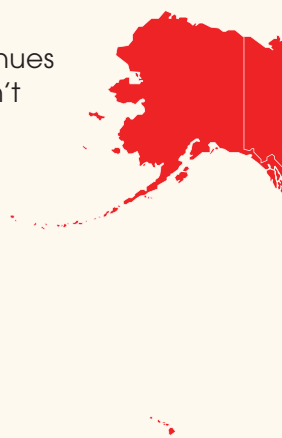
You will be proud to know that your generosity goes far beyond helping more people experience Alpha. **You are also helping to innovate new ways forward for ministry, create collaborative partnerships in cities across the country for a healthier ministry landscape, and coach and inspire a new generation of young leaders.** We are committed to seeing the good news of Jesus shared in a good way, and you are helping to make that happen.

I pray that the rest of this report fills you with encouragement for all God continues to do through your support. We couldn’t do this work without you.

Together,



John Wentz
CEO
Alpha USA



YOUR INVESTMENT IN ALPHA **IMPACTS** THE WORLD

2.1+ million

people participated
in Alpha across
146 countries

81,000+

Alpha courses took place.
36% were for young
people under 25

43,000+

churches, organizations,
and individuals ran Alpha

**100+
languages**

Alpha is running in 100+
languages in print and has
videos in 53 languages

45

countries have
Alpha offices

10+ million

people from 160 countries
have experienced The
Bible with Nicky and Pippa
Gumbel app since 2010

19%

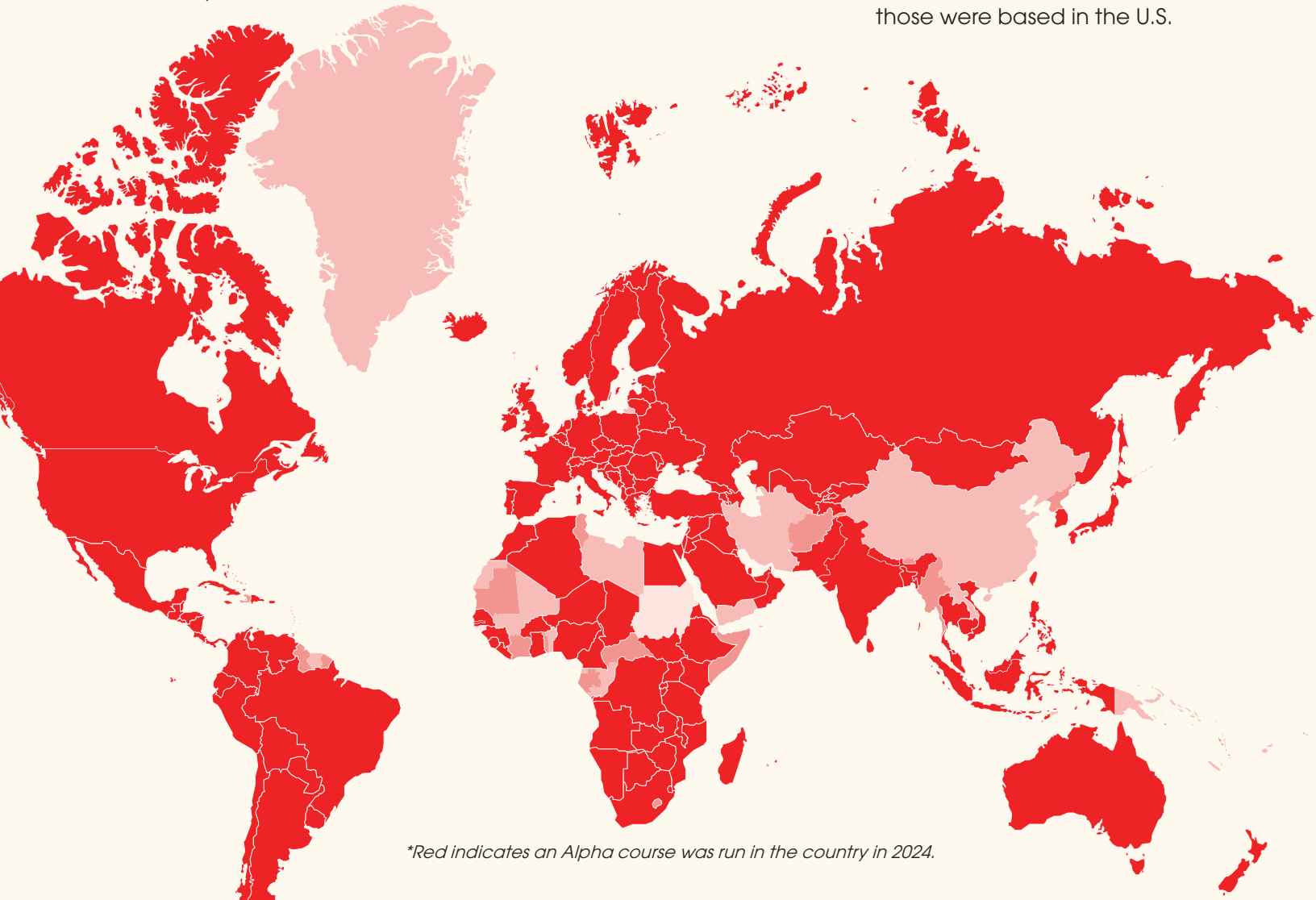
of all churches running
Alpha were Catholic

29%

of all Alpha courses used
a contextualized version

1.2+ million 

people used the Bible app
in 2024, and 450,000+ of
those were based in the U.S.



**Red indicates an Alpha course was run in the country in 2024.*

YOU HELPED ENVISION THE CHURCH

ALPHA YOUTH SERIES

We were thrilled to release the new Alpha Youth Series in November 2024 and continue to pray that God would use it to impact teens across the globe. This series was created by young people and for young people to address the specific needs of Generations Z and Alpha. As groups began to run the series in early 2025, we provided new host notes, training videos, marketing materials, and platforms to help people reach teens with the gospel.

Following the launch of the English core version, the series will be translated and contextualized for use worldwide. Our plans to translate and contextualize the new series will put Alpha in the heart language and culture of millions of young people. We want everyone, everywhere, to have the opportunity to discover and develop a relationship with Jesus, and your support makes that possible.

Alpha is more than just courses and content. Through key envisioning events and collaborating with leaders, Alpha provides a new way for the Church to embrace evangelism, model hospitality, and share the gospel in a relevant and engaging way.



138,416

Participants

5,488

Courses run
(16% YOY increase)

2,662

Churches and ministries
that ran Alpha Youth



A NIGHT WITH ALPHA: YOUTH SERIES LAUNCH

The national launch of the new Alpha Youth Series took place with four *A Night with Alpha* events in November. Jordan Biere, the National Director of Alpha Youth, the series hosts, Gen Z leaders, and the creators of the film series gathered to talk about the making of this series, share behind-the-scenes footage, and release the first episode. More than **400** people attended one of the four events, and **127** watch parties were held, hosting over **1,300** people.

ALPHA YOUTH SERIES PREMIERE IN LOS ANGELES

More than **200** youth ministry leaders and student leaders gathered in Los Angeles for the premier of the Alpha Youth Series. We intentionally invest in ministry leaders in strategic cities across the country, and since the launch of the new youth series, we have seen significant growth in the number of courses and look forward to even more in 2025.

"The new Alpha Youth Series is one of the best resources I've found that compliments the mission here at BibleProject. Alpha makes dynamic, beautiful content with an emphasis on exploring life's big questions. I think it's perfect for any parachurch organization wanting to equip youth for a deeper understanding of the Christian faith."



Michael McDonald
Chief Strategic Relationships Officer,
BibleProject



CIRCLES + SPACES LEADERSHIP COHORT

The Circles + Spaces Leadership Cohort is a transformative leadership group for the next generation of youth ministry leaders. This five-month cohort brings together **20** or more strategic youth leaders at a time to build relationships, foster collaboration, receive expert coaching, and create a new culture of effective youth ministry.

"Circles and Spaces offered valuable resources and a diverse network of youth pastors committed to supporting and uplifting one another as we disciple the next generation. Through our monthly meetings and coaching sessions, I gained wisdom, tools, and encouragement that I was excited to apply in youth ministry."



Johanna Turner
Middle School Youth Pastor,
Grace Long Beach,
Long Beach, CA

ALPHA YTH COLLECTIVE

The Alpha YTH Collective hosted more than **210** youth ministry leaders in multiple cities across the country to envision a new kind of future in youth ministry. Participants engaged in practical exercises, heard from inspiring speakers, and benefited from peer learning.



CATHOLIC CONTEXT

The Alpha Catholic team expanded the Diocesan Partnership Strategy to include the Archdiocese of Omaha and the dioceses of Cleveland, Buffalo, and Savannah. These dioceses represent more than **480** parishes, which partner with Alpha to train and empower key parish leaders, host collaborative events, gather for monthly prayer, and seek to revitalize an evangelistic culture through contextualized conversations.

Many parishes use Alpha to connect with the various ethnic groups and international students who make up their communities. This approach has allowed participants to experience Alpha in their native language, such as Spanish, Vietnamese, or Mandarin, while fostering fellowship and a shared experience. An expanding number of Catholic schools have integrated Alpha Youth into their Confirmation preparation and middle and high school curriculum.

"I am grateful for the role the Alpha course has played in helping our parishes provide a space for people to encounter Jesus. Alpha is a great opportunity to equip disciples to share their faith and proclaim the gospel."



Most Rev. George J. Lucas
Archbishop of Omaha

ETHNIC MAJORITY ENGAGEMENT

We are dedicated to serving the whole Church by engaging and supporting the diverse ethnic, cultural, and denominational communities across the U.S. Last year, we expanded our reach by adding staff who represent these cultures and speak the languages, launching new landing pages in Spanish and Chinese, and formed an 'Alpha en Español' Instagram account.

Our team created new contextualized resources, introduced new training programs in Spanish and Chinese, and presented opportunities to envision new churches and leaders to reach ethnically diverse audiences. Through these efforts, we continue to provide culturally relevant content, amplify diverse voices, and deepen our impact within these unique communities. As a result, we are seeing growth in Alpha courses run in these contexts, further expanding our ministry's reach and effectiveness.

IN THE U.S.

480+

Parishes were represented in the four diocesan partnerships

1,900+

Leaders participated in Catholic Context events

86,618

Participants
(16% YOY increase)

2,037

Courses run in the context of a Catholic community

981

Parishes that ran Alpha



18%

YOY increase
in Spanish courses

10%

YOY increase
in Chinese courses

Explore new materials and training resources to run Alpha in Chinese or Spanish!

alphausa.org/alpha-in-chinese
alphausa.org/alpha-in-spanish

DENOMINATIONAL PARTNERSHIPS

Your support has enabled our team to develop partnerships with denominations and envision them to a new evangelistic future. Already, many leaders are seeing how a continued Alpha presence in their church is making their congregations healthier and more fruitful. Last year, Alpha was used by more than **75** denominations in the U.S.

STRATEGIC CHURCH ENGAGEMENT

We often say that learning to run Alpha is more 'caught than taught.' Your support has helped us create immersive experiences where leaders can 'catch' what Alpha is all about as they imagine a new way of ministry. Last year, more than **300** leaders representing around **500,000** people in their congregations attended Experience Alpha, Future Church Frontiers, Alpha Ascent, or City Showcase. These events regularly serve to make the church a healthier place for ministry to share the good news in a good way.

"Alpha helps Vineyard USA join the kingdom mission of Jesus as we extend into all parts of our communities. As a result of more churches trying Alpha for the first time and continuing to run the course season after season, we have seen a marked increase in people saying yes to Jesus and getting baptized across our denomination."



Josh Williams

Vineyard USA Associate National Director, Evangelism and Justice, New Haven, CT



Watch an interview with a denominational leader about Alpha's impact in Vineyard churches on our website.

OVERWHELMED BY JESUS' LOVE



Kevin had a wonderful life filled with the things he thought should bring happiness, but he still felt discontent. He described himself as a "militant atheist," but he noticed that his Christian friends "had a wonderful community and were oddly at peace."

Through a series of events, Kevin and his wife, Stevie, attended church and decided to take Alpha. "As the weeks went on, it became so obvious how much I was loved by God," he said. "We had this unbelievable experience together. It's changed our lives."

Through Alpha, Kevin and his wife came to faith and decided to be baptized. Kevin now serves as an Alpha host, helping others encounter Jesus and experience his love and grace.

YOU HELPED **EQUIP** PEOPLE TO SHARE THE GOOD NEWS IN A GOOD



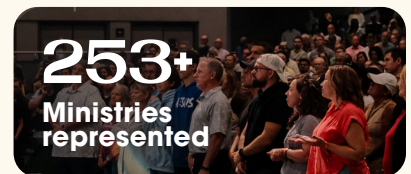
EQUIPPING THE CHURCH

Last year, we restructured the Alpha USA team, which allowed our staff to serve in more specialized roles, created new teams, reduced redundancy, and strengthened our partnership with Alpha International. Our goal was to serve more effectively and allow more people to participate in Alpha than ever before.

Due to the increased attention the National Engagement Team was able to provide for churches, organizations, and individuals, we celebrated having more Alphas launched in the fall than ever before. With this new structure, the team increased the number of touchpoints with churches from 2,700 in 2023 to more than **25,500** in 2024. Your support and this new structure have greatly accelerated our ability to connect with local churches around the country.

STRATEGIC CITY INITIATIVE

The Strategic Cities team is working with Alpha's hub churches, particularly in Chicago, Portland, Los Angeles, San Francisco, and New York City, to serve as showcases for thriving Alphas. Ministry leaders can attend Experience Alpha events in the U.S. and learn from churches that embody the culture of Alpha. Some of these churches serve as training centers, helping other ministries learn to run Alpha well and work together to increase evangelism in their communities. These strategic cities are part of city-wide evangelism movements to run collaborative Alphas in parishes and churches across multiple denominations, promoting unity in the Church.



"Alpha is the main evangelization tool at our church. It helps outsiders become insiders, and it rekindles the fire of those who are already coming to church."



Father Ignacio Llorente
Pastor, St. Michael the Archangel
Catholic Church, Portland, OR

"Our specialist went above and beyond our expectations for a national ministry of this size! They are so responsive with their time and resources."



Reese Hendricks
Lead Pastor, Mosaic Church,
Burnsville, MN

OD WAY

Alpha USA exists to equip the Church to help people discover and develop a relationship with Jesus. Through updated content, resources, training, and a support team, we are here to help you provide Alpha for others.



ALPHA PRISONS

The Alpha Prisons team has coaches who are trained to help extend Alpha in prisons, and we created a resource toolkit to help walk churches and individuals through the process. The team continued to train volunteers, build relationships with prison officials and chaplains, increase awareness about Alpha in new areas, and hold a weekly prison ambassador prayer call. They also started a “Come and See” event for leaders to experience Alpha in prison, spend time with the inmates, and catch a vision for how their church or parish could become involved.

“I never thought I could be forgiven or be loved because of my past, but taking Alpha brought me to a real relationship with God where I know I am forgiven and loved by our Creator.”

Paul, Prison inmate

OVER THE LAST THREE YEARS:

22,100

Participants

1,035

Courses run in a prison

1,035

Prisons that ran Alpha

In addition to these numbers, Prison Fellowship also regularly uses Alpha in their re-entry academies as a proven tool to help people explore faith.

THE MARRIAGE COURSE

The Marriage Course continues to impact couples and help restore marriages, and 99 percent of attendees say the course positively impacted their relationships. Many churches run The Marriage Course to engage with people outside the church who are more likely to accept an invitation to Alpha after a positive experience. Globally, The Marriage Course increased **33** percent in the number of participants, **33** percent in the number of courses, and **seven** percent in the number of organizations running it in 2024 over 2023.

“We could not do marriage counseling with every couple in our church, but we have invited them to The Marriage Course, and we are seeing lives changing and marriages strengthening.”



Pastor Jessica Stephenson
City of Truth Church,
Kansas City, MO



THE ALPHA CONFERENCE

The Alpha Conference, held at Church of the City in Franklin, Tennessee, was a meaningful time for leaders to gather and explore effective ways to share the gospel in the U.S. amid the changing landscape of American Christianity. We heard from engaging thought leaders, experienced the Holy Spirit, offered 24 specialized training sessions and workshops, and united in prayer and worship. Following the conference in July, we had the strongest September and October on record for course launches.

"I loved the mix of practical teachings and spiritual encouragement. It was exactly what I needed."

**An attendee of
The Alpha Conference**



We hope you'll join us for The Alpha Conference, July 23-24, 2025, at Church of the City in Franklin, Tennessee.
alphausa.org/the-alpha-conference/



THEORY OF CHANGE

Alpha International developed a Theory of Change framework to give us a global perspective of the impact Alpha has on its guests. We want to see people discover and develop a relationship with Jesus and measure the ministry's effectiveness toward that goal. Still in the pilot phase, we collected data from more than **1,500** guests in **17** countries.

66%

of guests saw a positive change in their engagement with faith

86%

of guests who rated themselves as "neutral or below" in faith saw a positive change

21%

began to read the Bible on their own

13%

had a tangible experience of God's presence for the first time

TRAINING U.S. LEADERS

Our training team developed new resources to equip churches, organizations, and individuals to run Alpha and expand into new areas. Four national training labs were held across the U.S. with more than **1,800** leaders in attendance, and we equipped hub churches to hold their own training events for ministries in their areas. Our team increased the number of leaders trained by nearly 50 percent over the year before.

10,111

Leaders trained

4,044

Ministries represented

229

Training events

**WE EQUIPPED 50 CONTENT
CREATORS TO RUN ALPHA
IN DISCORD AND TWITCH'S
DIGITAL SPACES, REACHING
MORE THAN 1,200 GUESTS.**



YOU HELPED **EMPOWER** NETWORKS OF CHURCHES, ORGANIZATIONS, AND INDIVIDUALS TO HELP OTHERS RUN ALPHA

Alpha is passionate about unity, and we partner with churches, parishes, and organizations to extend the table and share Jesus' love and mercy with more people.

HUB CHURCHES

The Alpha hub church network comprises strategic churches that are committed to running best-practice Alphas and diligent in their efforts to help other churches run Alpha. We added **30** new hubs in 2024 and now have **140** hub churches in the U.S. The hubs bring added credibility to their denominational networks for Alpha, and they regularly expand Alpha's creativity level and increase the capacity for evangelism across the country.

"This summer, WestGate Church and Echo Church prayerfully decided to come together to launch regional Alpha efforts in the Bay Area. It has been a gift for us to help train and equip several local churches in their mission to share the gospel through Alpha. We are seeing local church leaders embrace Alpha by having conversations about faith through fostering safe and non-judgmental spaces where deeper relationships can be made. Together, we are seeing the Holy Spirit work in unique ways to bring unity among churches here in Silicon Valley."



Ruth Nazanin BetEivaz
Next Steps Director, WestGate Church,
San Jose, CA



ALPHA COACHES

We have a team of trained and mobilized Alpha coaches and advisors in the U.S. who are equipped to support the diversity of ministries that we serve. These Alpha experts support churches and individuals launching new Alphas in Mandarin and Spanish, in prisons, in the workplace, online, and in parishes.

"At Hawaiian Islands Ministries, we're dedicated to uniting the Church body across denominational lines, and we believe Alpha is one of the most effective ways to achieve this. We're excited to introduce the new Alpha Youth Series to pastors and ministries across the Hawaiian Islands and look forward to launching an island-wide series in 2025."



Alejandra Rodas
Community Engagement Manager,
Hawaiian Islands Ministries,
Honolulu, HI

"As a coach, I have had the pleasure of connecting locally and nationally with church leaders to share with them how we can share the good news in a good way with Alpha! Locally, I have had the opportunity to coach both Protestant and Catholic leaders through in-person meetings, extended phone conversations, and facilitating group discussions at our parish's 'Come and See' night during Alpha."



Casey Phillips
Director of Evangelization,
Cathedral of Christ the King,
Lexington, KY

YOU HELPED EXPAND OUR REACH AND PROVIDED ALPHA AT NO COST

Your generosity provided Alpha at no cost to more than **7,600** churches, organizations, and individuals in 2024. As our team meets with leaders, many are amazed that we provide the resources, training, and support needed to run Alpha for free. Your investment in Alpha USA is changing the world as people encounter Jesus and experience the Holy Spirit.

Thank you.



IN THE U.S.

505,238

Participants*
(9.9% YOY increase)

15,876

Courses*
(5.3% YOY increase)

7,669

Churches and
ministries running Alpha*

GLOBALLY

2,166,715

Participants*
(15% YOY increase)

81,629

Courses*
(10% YOY increase)

43,177

Churches and
ministries running Alpha*
(9% YOY increase)

146

Countries*

**estimated*

Mission

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

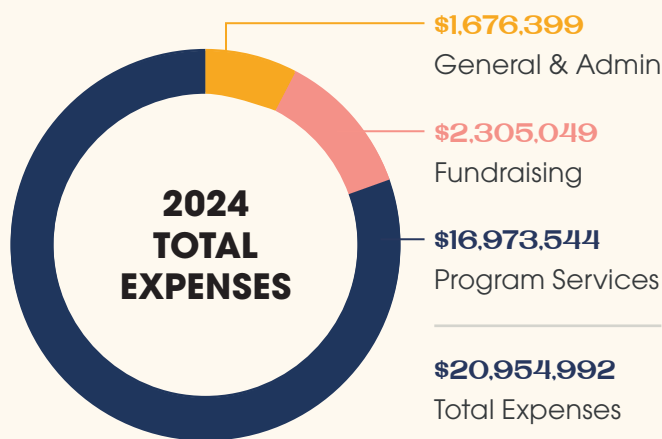
Vision

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

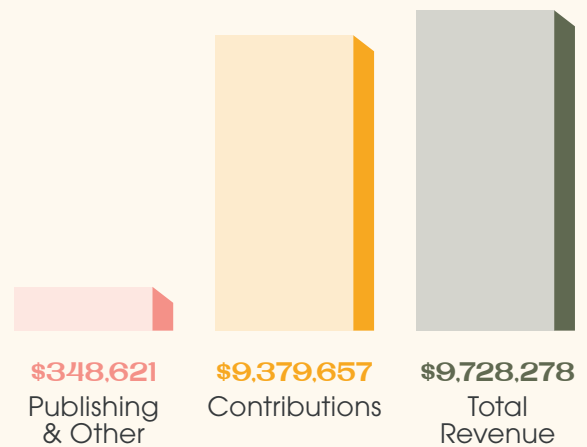
2024 FINANCIALS

In 2024, Alpha USA experienced a year of tremendous generosity that enabled significant contributions toward our Global Vision Fund, which helps spread Alpha around the world. Additionally, Alpha USA was able to manage our operating budget with a surplus reserve.

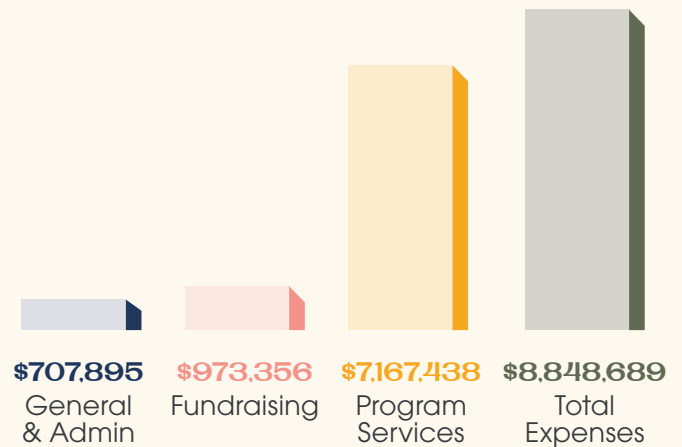
Learn more about Alpha USA and how your gifts impacted others in 2024 on our website at alphausa.org/yearinreview



2024 U.S.-SPECIFIC REVENUE



2024 U.S. EXPENSES



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.

Accreditations



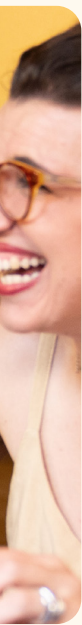
YOUR PRAYERS MAKE A DIFFERENCE

Prayer and the ministry of the Holy Spirit are essential to holding space for people to encounter Jesus. As an essential part of Alpha's ministry, prayer permeates everything we do. Each day, our staff and volunteers gather to pray and listen to the Holy Spirit, who has consistently guided our strategies, products, and our team.

God is using Alpha to draw people to himself, and millions have come to faith through this ministry. We want to allow more people to participate in Alpha next year than ever before.

You've helped accomplish everything you read in this report. Together, let's continue to pray for God's wisdom to guide and empower Alpha USA as we seek to share the love and mercy of Jesus with everyone, everywhere.





ALPHA USA 2025

WOULD YOU PRAY WITH US?

EQUIP 10,000 churches, organizations, and individuals to run 20,000 courses for 577,500 participants in 2025. Pray that we will reach this goal and that people will discover and develop a relationship with Jesus.

LAUNCH the new Alpha Youth Series. In 2025, we want more than 4,000 churches, organizations, and individuals to run the new Alpha Youth Series. Pray that teens will experience Jesus, embrace him as Lord, and serve as a light to their peers.

SUPPORT the Every Generation Tour, which will occur in multiple U.S. cities over the next two years. Senior and youth ministry leaders will gather together to have honest conversations and create a foundation for intergenerational church renewal. Pray for revival.

everygenerationtour.com

EXPAND Alpha's presence on college and university campuses. Pray for the Director of Campus Engagement to develop relationships with thriving campus ministry leaders and that 20 new campuses would start running Alpha.

PRIORITIZE initiatives to engage the U.S.'s 62.5 million Hispanic/Latino population, including more than 40 percent of Catholics who speak Spanish. Pray that we will strengthen our mission to reach all people and expand our impact across diverse populations.

INSPIRE church leaders, volunteers, and students at The Alpha Conference through engaging talks from thought leaders, practical workshops, fellowship, and unity in worship. Join us July 23-24, 2025, in Franklin, Tennessee. Pray that we have a sold-out venue and that 30 percent of the attendees are under 30 years old.

INCREASE the number of downloads of Alpha Plus, our new guest application designed to encourage guest retention, enable participants to take the next step in their faith, and collect impact data. Download it to make the most of your next Alpha. Pray for all of the Alphas being run in 2025.



YOU CAN HELP EVERYONE, EVERYWHERE, EXPERIENCE ALPHA AND ENCOUNTER JESUS

Your generous support has a tremendous impact, allowing Alpha USA to provide the resources and training that churches and ministries need to offer Alpha to their communities at no cost. Our prayer team, volunteer team, and donors undergird all we do at Alpha USA, and we are grateful for your support.

You are a vital part of this ministry, and we could not do this without you. Will you prayerfully consider continuing to support Alpha USA?

GIVE FOR FUTURE GENERATIONS

Alpha USA offers planned and non-cash-giving options to serve you better. Well-planned, intentional giving strategies can equip you to impact future generations while minimizing the taxes you pay. If you are interested in learning more about different charitable vehicles you can use to support Alpha USA, or if you would like to consider leaving Alpha in your estate plans, we would be happy to serve your family and help you have the type of impact that is most meaningful to you.



For more information about how you can leave a gift to Alpha USA through your estate or how to make a non-cash gift, please contact:

John Wentz, CEO
johnwentz@alphausa.org



Alpha USA
P.O. Box 7491
Carol Stream, IL 60197-7491
1-800-DO-ALPHA



GIVE ONLINE

Make an immediate impact by giving securely on our website at alphausa.org/yearinreview2024



GIVE BY CHECK

Alpha USA
P.O. Box 7491
Carol Stream, IL 60197-7491



MATCH YOUR GIFT

If your employer has a matching gift program, you can make twice the impact through your gift, allowing us to provide Alpha for free to more churches and ministries.



VOLUNTEER WITH US

Volunteer with Alpha USA and use your skills, interests, passions, and abilities to share the good news in a good way.

alphausa.org/volunteer



PRAY WITH US

Join our intercessory prayer team and get monthly updates at

alphausa.org/signup

"We went through our first Alpha course in the Spring of 2012, and it changed our marriage and our lives. Since then, we have witnessed Alpha continue to further the gospel and change lives in the most amazing ways by pointing people to Jesus Christ. Alpha remains one of the strongest and most inviting ways to share the gospel, and we are excited to continue to invest in the kingdom by walking alongside Alpha to make Jesus known all over the world!"



**Adam and
Heather Hosfield**