



ALPHA USA

YEAR IN REVIEW

2023





A LETTER FROM THE CEO

We are so grateful to God for amazing people like you who make Alpha available to others. Alpha is able to provide our materials, resources, and training at no cost because you care about people and want them to have the chance to explore faith in Jesus in a good and meaningful way.

Over the years, Alpha has helped millions of people create unique spaces where anyone from any background can explore faith in Jesus and enjoy the process. **You are helping to create a place where people can show up, be honored with their questions, and experience the love of God in a deeply personal way.** Not only does this create hope for more people to discover Jesus, but it also helps make the Church healthier and the world a better place.

You'll be excited to know that we have made some significant shifts in our organization to continue to help more and more people have that experience. Our ability to serve the Church and others is growing in exciting ways.

We've begun working more closely with Alpha International and are operating from a place of health and unity. An African proverb that I often reflect on is, "If you want to go fast, go alone. If you want to go far, go together." Our hope is that, together, we can go much farther than we have ever gone before.

We are seeing this same unity play out in multiple cities across the country, where dozens of churches from different backgrounds are

working together to host Alpha. In some cities, we are seeing 20-30 churches working collaboratively. It's a beautiful ray of hope in a very divided culture.

We've also created three short videos called *ever wonder?* that are designed to help people begin to have spiritual conversations. These videos are only 10 minutes long, and they are proving to be a great way to engage people who might want to try Alpha in the future.

Would you continue to pray for us? Together with Alpha International, we are developing a brand-new Alpha Youth Series that will be released later this year. We need your prayers for this film series as it has the potential to impact millions of young people—in the U.S. and across the world!

Again, we are so grateful for your generosity that makes all this possible. I think about the people in the Alpha small group I participated in this past fall at Soul City Church in Chicago. On behalf of them and their vulnerable spiritual journeys, thank you.

God bless,



John Wentz
CEO
Alpha USA

Prayer

CENTRAL TO ALPHA'S MINISTRY

Prayer and the ministry of the Holy Spirit are essential to introducing people to Jesus, helping Christians grow in their faith, and to running Alpha.

“But when he, the Spirit of truth, comes, he will guide you into all the truth. He will not speak on his own; he will speak only what he hears, and he will tell you what is yet to come. He will glorify me because it is from me that he will receive what he will make known to you.”

—John 16:13-14

NEW ALPHA PRAYER TRAINING RESOURCES

Recently, we released three new **prayer training videos** to help Alpha teams engage more deeply in prayer. Each video explores a different aspect of prayer on Alpha and provides a simple, biblical model to follow.

INVESTING IN THE INVESTED

Hub churches, coaches, and prayer intercessors are some of the most committed Alpha leaders across the country. To further invest in this influential group of leaders, we partnered with Alex and Hannah Absalom of Dandelion Resourcing to offer a four-part prayer series that explores the theology and practical application of the ministry of the Holy Spirit in the context of evangelism.

PRAYING TOGETHER

Your consistent prayers for Alpha are an indispensable part of this kingdom work we get to do together. Would you like to partner with us in intercessory prayer? Join our prayer team, and get monthly updates at **alphausa.org/signup**.

You helped reach



Research shows

that Gen Z is the least religious generation in the U.S., but they are also uniquely open to discussions surrounding faith and learning about Jesus. Alpha Youth seeks to create opportunities to engage Generations Z and Alpha with the good news of Jesus in a good way, and the team launched multiple initiatives in 2023 to support the felt needs of the rising generations.

137,410

Alpha Youth participants
(10% YOY increase)

4,714

Alpha Youth courses run
(28% YOY increase)

2,719

Churches and ministries
that ran Alpha Youth
(4% YOY increase)

ALPHA YOUTH

In 2023, Alpha Youth reached an estimated 137,410 teens in the U.S., which is one of the largest numbers of youth reached in Alpha USA's history. The impact of your giving to reach teens today with the transforming love of Jesus will be felt for generations to come.

A new **Alpha Youth Film Series** is in production and is set to be released in fall 2024. The Alpha USA and global youth teams have worked closely together to script, plan, and produce a series featuring younger and more diverse hosts, and the series is designed to reach the youngest among Gen Z and the rising Gen Alpha with the gospel.



The **Alpha YTH Collective (AYC)** brought together more than 480 youth ministry leaders who began envisioning a new kind of future in youth ministry. These events, hosted in different cities nationwide, provide opportunities for young leaders to learn ways to create a healthy culture, engage the Holy Spirit in prayer, and learn from one another.

CIRCLES + SPACES

Alpha Youth also launched the **Circles + Spaces Leadership Cohort**, which was created to prepare youth leaders for mission through connection, collaboration, competency, and culture. This five-month cohort brings together 20-50 strategic youth leaders at a time for peer learning and expert coaching.



reach Gen Z



"I have long been grateful for the good and important work of Alpha. I've seen people get acquainted to a Jesus who isn't afraid of big and honest questions that emerge from the depths of one's own life. I'm especially grateful to Alpha (and Alpha Youth!) for their partnership with TENx10 and their contribution to the broader ecosystem of youth evangelism and discipleship."



— **RAYMOND CHANG,**
Executive Director, TENx10



"Participating in Circles + Spaces in 2023 was a highlight of my year! The experience of learning from and being with youth pastors and ministry leaders from all over the U.S. and Canada provided great encouragement, insight, and hope for the work God has called us to. I gained practical ways to rely on the power of the Holy Spirit that I could implement right away with those I serve. I grew as a leader, and I fell more in love with Jesus and young people."



— **AMIE SCHMIDGALL,**
Youth Pastor, Garden Church, Long Beach, California

YOU HELPED

Expand our reach



IN THE CATHOLIC CONTEXT

The Alpha Catholic Context team created and implemented a **Diocesan Partnership Strategy** in 2023 to work intentionally with dioceses to help a vibrant evangelizing culture take root in parishes through Alpha. We partnered with the dioceses of Buffalo, Lansing, Biloxi, and the Archdiocese of Cincinnati.

The **Campus Hospitality Initiative** allowed Alpha to partner with Catholic campus ministries from five universities. The initiative trained student leaders to create a culture of radical hospitality and provided the resources for campus ministries to include Alpha in their outreach to students.

The team also empowered a new **Alpha Catholic Youth Specialist** who was instrumental in increasing engagement with Catholic youth leaders in schools, universities, and sacramental formation.

500+

Parishes were represented in the four diocesan partnerships

300+

Leaders took part in seven encounter events

1,000+

Leaders participated in culture conversations

74,719

Participants (40% YOY increase)

1,916

Courses run in the context of a Catholic community (11% YOY increase)

1,000

Catholic parishes that ran Alpha

IN THE JUSTICE SYSTEM

Alpha's Prisons and Reentry ministry regained momentum in the number of courses run and participants hosted after a challenging season due to the pandemic. Alpha leaders and volunteers were able to reenter many of the prisons we previously served and develop partnerships to expand into new areas.

Benny Lopez serves as prisons coordinator for Alpha USA. He led Alpha in a men's correctional facility in Nebraska and said,

11,900

Participants

593

Alpha courses run in a prison

327

Prisons that ran Alpha

“I got a prompt from the Holy Spirit that he wanted to heal marriages, fatherhood, and restore the role of a man and how he created us. Eleven men got up to receive prayer for their marriages and children. No one wanted to leave after two hours, and the chaplain gave us more time to keep singing and worshiping Jesus. Remember those in prison, and keep praying for revival. Come, Holy Spirit!”



—Benny Lopez

Alpha USA Prisons Coordinator



God works in a variety of contexts and settings, and you helped us provide resources and training in Protestant churches, Catholic parishes, prisons, and through marriages and families.

TRANSFORMED BY LOVE

Corné was raised by a single mother in South Africa, and although he was deeply loved, he felt like he had to prove his worth through achievements. His desire for acceptance and belonging caused him to turn to drinking, girls, and drugs during his university years, and Corné fell deeper into depression and loneliness. After trying to take his own life, Corné decided to attend Alpha. He had a personal encounter with God and said, "I couldn't deny his existence anymore." Corné's life was completely changed. He is training for ministry and shares the unrelenting grace of Jesus with others desperate for his love and mercy.



**WATCH THE FULL STORY
ON OUR WEBSITE.**



THROUGH THE MARRIAGE COURSE

The Marriage Course and The Pre-Marriage Course continue to be a blessing to churches, ministries, and couples across the globe. The Marriage Course has been run in more than **127 countries** for over **one million couples**. Your generous support allows us to provide these courses at no cost, allowing churches and parishes to minister to couples and families in their communities.

“Couples regularly tell us how the content and experience exceeded their expectations. The Marriage Course gives couples not just the opportunity but guidance to have meaningful conversations that they may not otherwise have. We’re also learning that the experience is applicable to any stage of marriage, and we regularly see newlyweds and not-so-newlyweds taking the course alongside one another and finding great benefit.”



—**Brad Harris**

North Area Pastor, Church of the City,
Franklin, Tennessee

YOU HELPED

Create new resources



ever wonder?

Alpha created a three-week experience titled *ever wonder?* as an entryway into spiritual conversations with people curious about faith. Designed as a bridge for those who are not yet ready to dive into the deeper topics of faith introduced in an Alpha course, *ever wonder?* allows participants to have some group-based conversations around personal topics so that they might become acquainted with Alpha before committing to the longer series. Many have joined a local or online Alpha after experiencing the community and hospitality exemplified in their small groups.

“We’ve found the *ever wonder?* series to be an invaluable introduction to our Alpha course. The series’ focus on purpose, identity, and belonging resonates deeply with our participants, sparking curiosity and opening hearts to the transformative power of the gospel. It provides a gentle yet profound entry point into the Alpha experience, setting the stage for deeper exploration and understanding.”



—Fr. Peter Wójcik

Pastor of Saint Clement
Parish and Pastoral
Strategy Leader for
the Archdiocese of
Chicago



THE ALPHA CONFERENCE

More than **1,600** people gathered in Fort Lauderdale, Florida, for The Alpha Conference in January 2023. Nicky and Pippa Gumbel joined us, and we experienced two powerful days of worship and discernment of how to join Jesus in his mission to the world. In August, we held A Night with Alpha, a free online experience for

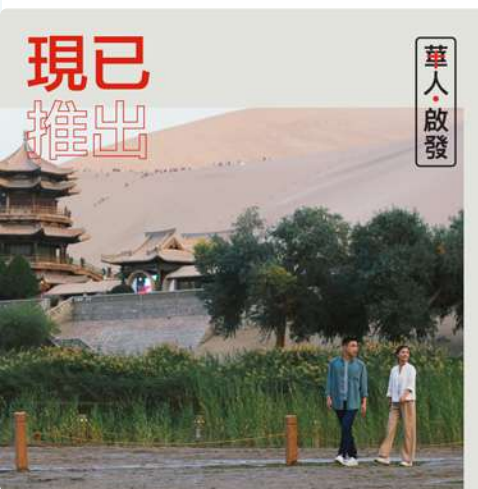
more than **4,100** people that highlighted some of the conference’s key moments and provided information on new products from Alpha.

To better accommodate students and the rising generations, we will hold The Alpha Conference on July 24-25, 2024, in Franklin, Tennessee, at Church of the City. We hope you will join us! alphausa.org/tac24





As more people in the U.S. struggle with trusting the Church, your support helped Alpha USA create products that would allow them to explore the good news of Jesus is a good way. Listening to those serving their communities daily allows us to find ways to come alongside and resource these volunteers and help them create more accessible spaces for people to explore faith and Jesus.



GLOBAL CORNER

The Chinese Alpha Film Series is the first fully contextualized version of the Alpha Film Series filmed entirely in Mandarin in a culturally relevant way. God opened doors for Alpha to launch the series to 28 cities across 10 countries, and we had the privilege to connect and partner with many Chinese churches around the world.

“Alpha has been one of the best ways for us to reach people outside the church and has been an effective way to help our church members reach out to their family and friends. Alpha has also helped us develop new leaders as we have had people lead in different ways within Alpha.”

—Zeng Xingcai

Executive Pastor, River of Life Christian Church, Santa Clara, California

Your Investment in Alpha Impacts the World

As of December 2023, we estimate the Chinese Alpha Film Series:



Ran in
23+
countries



Was used in
14,327
courses



For
343,814
participants

OFFERING HOSPITALITY

Ophelia struggled with loneliness after moving to New York City and wanted to intentionally reach out to other people who were searching for community. She hosted Alpha in her apartment, inviting friends and strangers who were open to discussing questions of life and faith.

“I don’t have to be responsible for people’s faith journey,” she said, “but rather, I would love to be a cheerleader, to be a witness.”



**WATCH THE FULL STORY
ON OUR WEBSITE.**

YOU HELPED

Expand partnerships



In New York City,
San Francisco,
Boston, and Buffalo:

57

Churches and
parishes ran Alpha
collaboratively

81

Alphas ran at the
same time in multiple
languages

370+

People participated
in the collective
weekends

CONTEXTUALIZATION TO REACH THE WHOLE CHURCH

The context team invests in engaging predominantly Black, Chinese, and Hispanic churches throughout the U.S. The Isaac Frère talks, the fully contextualized Chinese Alpha Film Series, updated street interviews, and the Alpha Film Series in Spanish have been instrumental in expanding Alpha into new diverse churches, regions, and denominations.

Your support helps serve the Church by providing contextualized products, culturally relevant content and resources, and amplifying voices in our storytelling that represent the ethnic and racial diversity of our country.

CITY-WIDE EVANGELISM

Alpha staff and church leaders gathered together to pray and discern how they could best bless churches and overcome obstacles that some ministries face when running Alpha. In response, Alpha launched a new initiative that connects churches and ministries within geographic locations and helps them engage in city-wide evangelism. Churches collaborated to launch Alpha the same week and collectively host the weekend away.

“Alpha is making an enormous impact at Church of the City by providing a safe place for those curious about faith to ask questions without judgment or ridicule.”



—**Dr. Darren Whitehead**
Pastor, Church of the City,
Franklin, Tennessee





Alpha longs to reach more and more people with the love of Jesus over the next decade, and much of this growth is dependent on strategic partnerships. We want to offer Alpha in areas where there is little presence, provide contextualized versions for new audiences, partner with denominations, and invest in church leaders to help more people discover Jesus.

HUB CHURCHES

The Alpha hub church network is made up of influential, best-practicing churches from across the country who have a passion for evangelization and a desire to share Alpha with other ministries. We now have **130 churches** representing more than **16 denominations** serving as hub churches, expanding Alpha throughout the U.S.

DENOMINATIONAL PARTNERSHIPS

You helped us invest in developing partnerships with denominations to create awareness of Alpha within larger networks of churches. Some of the denominations with which we are working include Vineyard USA, the Christian and Missionary Alliance, ECO, the Church of the Nazarene, and the Assemblies of God.

“We had the amazing opportunity to plant the seeds of Alpha from the very beginning. Alpha has helped us develop a true culture of listening and creating an environment where people can belong before they believe. The amazing thing is that, even when we give people lots of space and time, we continue to see people meet Jesus and engage deeper into community.”

—Jordan and Bethany Roe

Pastors, Mission Community Church, Fort Myers, Florida

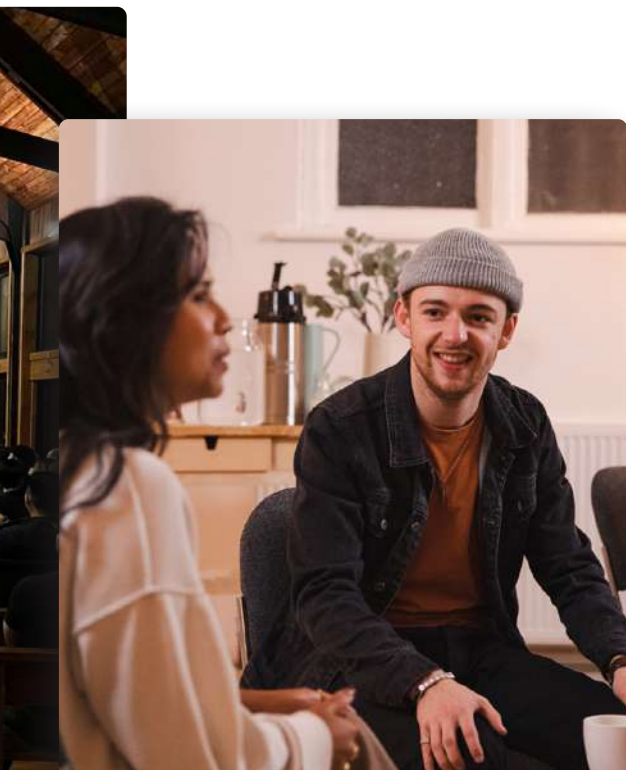


“Alpha has had an amazing impact on our congregation in Memphis. We’ve seen a couple of hundred people come through our Alpha sessions, and just recently, my wife and I took 70 couples through The Marriage Course. We are gearing up in 2024 to take Alpha into the jails and prisons in our region.”



—Dr. Stacy Spencer

Pastor, New Direction Christian Church, Memphis, Tennessee



YOU HELPED

People across the U.S. explore faith

By the grace of God and with your support, Alpha USA served more than 7,700 churches and organizations in 2023, exceeding our goal of 7,500. This is one of the largest numbers of churches and organizations we have served through trainings and resources, all at no cost to each host. Thank you for your investment in this kingdom work.



15,068

COURSES*

(16% YOY increase)



459,426

PARTICIPANTS*

(14% YOY increase)



7,765

**CHURCHES & MINISTRIES
RUNNING ALPHA***

(5% YOY increase)

GLOBAL ALPHA FIGURES



74,000+

COURSES*



1.8 million+

PARTICIPANTS*



38,000+

**CHURCHES & MINISTRIES
RUNNING ALPHA***



148

COUNTRIES*

**Estimated*

Mission

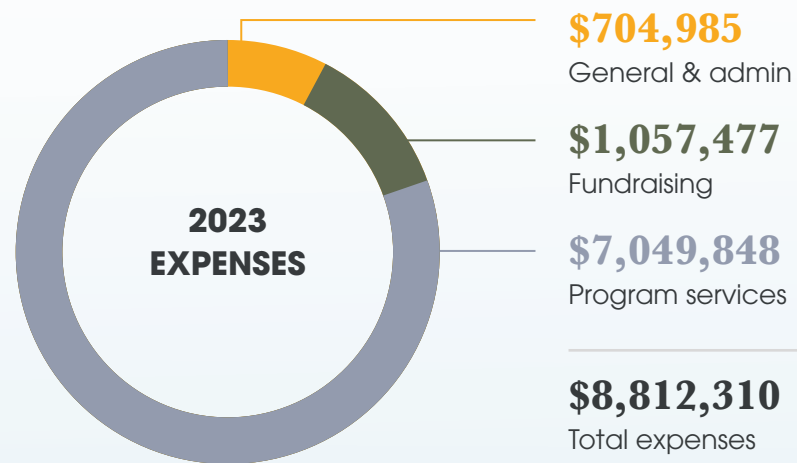
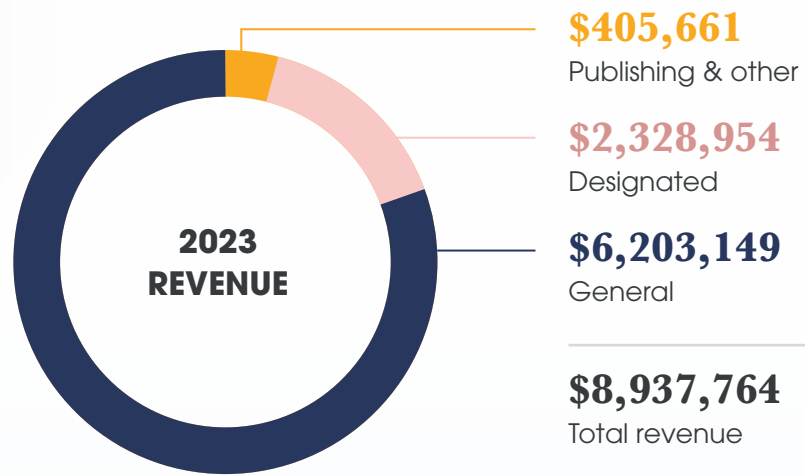
Alpha equips and serves the Church in its mission to help people discover and develop a relationship with Jesus.

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.

2023 FINANCIALS

We continue to manage our operating budget with a surplus reserve. Learn more about Alpha USA, how your gifts impacted others in 2023, and watch testimonies on our website at alphausa.org/annualreport.



TRAINING U.S. LEADERS

Your support allowed Alpha USA to train leaders within the church who can share their faith in culturally relevant ways, offer genuine hospitality to people outside of the Church, and help people encounter Jesus and experience transformation through his grace.



6,648
LEADERS
TRAINED



3,164
MINISTRIES
REPRESENTED



182
TRAINING
EVENTS

Vision

The evangelization of the nations.
The revitalization of the Church.
The transformation of society.

Accreditations





Your **CONTINUED SUPPORT** matters

None of this would be possible without your financial support, faithful prayers, and the time you invest in sharing your faith with others. God is leading us into new areas in the future, and you are an essential part of the work God is doing through this ministry.

LOOKING AHEAD

Alpha is an important part of the faith journey of millions of people, and you are an important part of Alpha's story. We believe God is leading us into a bold vision to reach more people than we have ever reached before, and 2024 is set to be a remarkable year in Alpha USA's history.

Please pray with us as we discern God's leading, expand resources, develop partnerships, and increase our ability to serve more churches, organizations, and individuals in the U.S.



Here are some of
the highlights related to the
direction of Alpha USA in 2024.
WOULD YOU PRAY WITH US?

LAUNCH the new Alpha Youth Film Series. The global Alpha Youth team has worked diligently to produce the series that includes new videos designed for Generations Z and Alpha, updated discussion guides, a diverse group of hosts, and innovative training videos for student leaders.

INCREASE our presence on college and university campuses by hiring a Director of University. This staff addition will expand our presence on campuses, work with campus ministries, and empower student leaders to minister to their peers.

REFRESH the Alpha Conference by hosting the gathering in Franklin, Tennessee, and in the summer to accommodate students who wish to attend.

MULTIPLY the potential reach of Alpha and Alpha Youth by continuing to contextualize our products to reach new audiences, cultures, and languages. We want everyone, everywhere, to have the opportunity to hear the good news of Jesus in a good way.

DEVELOP four new national teams to better serve churches, organizations, and individuals as we increase our ability to provide support, the number and quality of live events we host, our presence in strategic cities, and the number of volunteers and Alpha coaches who are equipped to serve.

PROMOTE *Follow the Journey*, a documentary-style resource that focuses on five New York churches. The video series will help hosts understand what it looks like to run Alpha.



YOU CAN HELP EVERYONE, EVERYWHERE, EXPLORE THE GOOD NEWS IN A GOOD WAY

Without your generous support, Alpha USA could not provide the resources and training that churches and ministries need to offer Alpha to their communities at no cost.

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 impact that is most meaningful to you.



GIVE ONLINE

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



GIVE BY CHECK

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



DOUBLE YOUR IMPACT

You can make twice the impact through your gift! Visit our website to see if your employer will match your donation. alphausa.org/matching-gifts

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