

Alpha Sub-Saharan Africa

Annual Review
2023

Alpha



THE HEART OF ALPHA

Alpha exists to serve local churches, equipping and inspiring them to share the gospel. Alpha provides high-quality, relevant resources, including the Alpha Film Series, Alpha Youth Series, Alpha Youth Talks Africa, a digital platform, and other online and creative resources to reach people worldwide. Through an interactive multi-week series, guests are invited on a journey to explore their questions about faith and Jesus in a friendly, non-judgmental setting.

Led by volunteers, we mobilize congregations for mission and develop leaders within the church. Endorsed by the leadership of every major church denomination, Alpha runs in different contexts all around the globe - in cafés, churches, homes, universities, parishes, prisons, and online in digital group experiences.

Alpha's mission is to equip the church to help people discover and develop a relationship with Jesus.



OUR 2033 VISION

Our global vision is for everyone, everywhere to hear the good news in a good way. No one left out. No one left behind. That is why we are embarking on a bold campaign to share Jesus to the ends of the earth – “Alpha for Everyone”.

We are confident that everything we have developed, learned, and improved upon over the past 30 years has prepared us perfectly for this moment.

Our goal for the next 10 years is to expand our resources more widely, deeply, and with greater relevance to effectively meet the challenges facing the world today.

Our mission remains to serve the church and play our part in evangelizing the nations, revitalizing the church, and transforming society.

We cannot thank you enough for your prayers and generous support, which help to make all this possible. What a privilege it is to partner with God and you in this exciting work.

ALPHA SUB-SAHARAN AFRICA IN 2023

An estimated total of 152,206 people across Sub-Saharan Africa were invited to explore a relationship with Jesus on Alpha in 2023!

With a 23% growth in participants and a 32% growth in the number of churches running courses, Alpha was run in 30 countries across Africa.

This has been a significant year of growth as we've seen greater unity, desire, and momentum across churches in the Sub-Saharan region. It has been so encouraging to work alongside a multitude of churches, supporters, and organisations with a common goal - to reach everyone, everywhere with the Gospel.

2023 IN NUMBERS Sub-Saharan Africa



2399

Churches &
organisations
hosted Alpha



3550

Alpha courses
hosted



2099

Alpha Youth
courses hosted



1032

Churches hosted
Alpha for the first
time

*Please note that these numbers are pending final confirmation.

REGIONAL PRIORITIES IN 2023

YOUTH FOCUS



REGIONAL
GROWTH

PRODUCTS &
RESOURCES



DIGITAL
ENGAGEMENT

REGIONAL GROWTH - SOUTH AFRICA

In 2023, Alpha South Africa provided two envisioning and training events in Cape Town and one in Johannesburg per month. With an intentional and engaging approach, the South African team saw more than 1,000 individuals from around 300 churches being trained and envisioned. This led to a 45% growth in the number of churches running Alpha.

Alpha South Africa held an inspiring training at Khayelitsha Uyesu Unathi Church, with 45 people from 13 different churches in attendance.



The host pastor shared this with us afterward:

“Alpha just poured cherries on top with the evangelism tools and exciting ways to reach out to our communities and share the gospel.

Thank you for the tools that are made available on the Alpha site. Thank you for the wonderful company and friendships that were started because of this training. We met so many people from various churches and made friends with them.”



Alpha Launch Plettenberg Bay

A network of 30 churches worked together to launch and run one Alpha course in the city of Plettenberg Bay. This course saw banners hanging across the main roads of the small town inviting the population of 31,804 (2011) to take part in Alpha. There were over 250 attendees (excluding facilitators) from diverse backgrounds at the launch event.



REGIONAL GROWTH - KENYA



In 2023, the team continued to hold strategic and effective training and envisioning events, as they moved across cities. God is doing amazing things in Kenya! These events were concentrated in the five key regions: Nairobi, Coastal, Rift Valley, Western, and Nyanza. As a result, there was a 23% growth in the number of churches running Alpha.

There is a deep hunger to learn how to use Alpha as a tool for discipleship and evangelism in the East African church. We are so encouraged that over the past few years, Alpha's brand and reputation have been growing. And during 2023, church leaders were coming to Alpha rather than Alpha seeking out leaders.

Alpha Kenya has had 8,000 individuals from 4,500 churches & organisations attend Alpha training, envisioning, and Alpha experience events in 2023.

MOSES' STORY

Seeking guidance, finding Jesus

“

At the age of 14, Moses got involved in a life of drugs and crime. In 2022, while struggling with many issues, he met a man in his village who had encountered Jesus and was at peace. Seeking guidance on how he could deal with his issues, his new friend invited him to Alpha.

Moses' life was powerfully transformed during the 12 weeks of Alpha. He was baptized and became a member of the church in March 2023.

Since then, everyone has noticed the change in Moses and the impact God has had on his life. He now co-leads a Bible study in his village every week. His mother and sister have become Christians and his story has inspired many others to follow in his footsteps.”

From Moses - a 22-year-old from a small village in the suburbs of Nairobi, Kenya

”

Prison Ministry in Zimbabwe

580 people from the high-security prison in Harare participated in an Alpha course. This led to over 2000 new inmates being reached in the first few months of 2023. The team continued to work with church leaders and Zimbabwe Prisons and Correctional Services to grow teams from each area and province to better support Alpha for prisons.

Zimbabwe is the third largest country for Alpha in Africa. 2023 saw an encouraging 37% increase in the number of courses run and a 47% growth in participants. 360 courses were run with an estimated 20,000 people who had the opportunity to explore a relationship with Jesus through Alpha.



Envisioning and Training in Uganda

The team also had the opportunity to envision and train 40 leaders in Uganda near the end of 2023. This supported a 24% increase in the number of courses run in the country.



Alpha training and envisioning in Malawi

The Alpha Africa team held a week of strategic envisioning and training events in Salima, Lilongwe, and Blantyre, Malawi.

A bishop, who oversees a collective of churches, attended the training in Salima and shared afterward that he now understands Alpha and is excited to run the course. It is so encouraging to see the receptive hearts of so many church leaders in Malawi. We can't wait to build into the relationships formed during this week and grow the momentum for Alpha in Malawi!

REGIONAL GROWTH - NIGERIA

Alpha Training Lab

Among the many training and envisioning events that the team hosted in 2023, they ran the Annual Alpha Training Lab. This event equips and inspires churches to better engage with their community using Alpha.

This year's training lab had two sessions, one for those who are new to Alpha and need training on how to run it, and one for those who already have experience running Alpha and want to improve their reach into their community. The training had a sign-up of 159 leaders from 57 churches and 7 organizations, with some participants from Botswana and the UK.



The Alpha Nigeria team also hosted a variety of training and envisioning events to equip leaders passionate about engaging with young people on their faith. They shared about Alpha at key conferences, colleges, and churches. It has been exciting to see the impact on the leaders who have been inspired, equipped, and trained to create non-judgemental, safe spaces for young people to engage with questions they have about the faith.

We are noticing and hearing testimonies of tangible transformation in the lives of God's people. Evangelism is now more relational and organic as friends are invited for Alpha meetings with salvation taking place. Interestingly, the Alpha meetings have added to our leadership development culture as more people are joining and playing some roles in running the Alpha meetings.

Pastor Wisdom Osiri,
The Wisdom Place, Port-Harcourt, Rivers State.



"Alpha has ignited my zeal for evangelism and desire to reach out to the youths in my region, church, and community.

The significant commission mandate is made easy by using the Alpha resource. It has been an impactful experience for me and the Alpha Team in Jos. I am effectively taking the Alpha Sessions and enjoying every bit of it. The Holy Spirit is helping us study God's word, and the result and evidence of God's move are evident in how we have bounded as a family."

John Davou,
The Cathedral of St. Peter, Bukuru, Jos Plateau State





In March, Alpha SA hosted an exciting Evangelism Roundtable in Johannesburg, where we filled a room with hand-selected influencers and youth leaders from various backgrounds. We came together to discuss the challenges that youth are facing and brainstorm how youth leaders can work together to equip young people for ministry. The conversations were invigorating, and it was exciting to see Alpha positioned as a thought leader in evangelism among these influencers.

The South African team continued to host training and envisioning events for youth leaders in Cape Town and Johannesburg each month, with a specific focus on inspiring and engaging with leaders.



Alpha 'Youth One Hunnid' Events

In June and July, Alpha SA hosted two national 'Youth One Hunnid' events, with one in Cape Town, and one in Johannesburg. There was a tangible sense of unity and fellowship.

Anyone with a passion to share the transformative power of the Gospel with youth was invited to join as they were encouraged and equipped to reach the next generation.



Please scan to view a short highlight video from the Cape Town 'Youth One Hunnid'



A youth pastor commented afterward:

"As a Youth Pastor or leader, one can easily forget that young people need to be a part of the 'building of youth'. The Gen-Z panel reminded me that there are young people who want to play a part in God's Kingdom and want to be different from what society says. It was a refreshing perspective of what young people are longing for in their lives, and the part they want to play when building their youth ministry."

YOUTH - Kenya



The Open Generation

The Open Generation Report from Barna was presented at the Pridelnn Azure Hotel in Nairobi, with 97 leaders from the church and government present. This project is the largest study Barna has ever conducted in its 38-year history, created to help church leaders better understand teenagers globally.

Alpha Kenya also hosted two Alpha Youth Roundtables (AYR). At AYR - The Campus Edition over 130 pastors and leaders were envisioned and trained to run Youth Alpha in Nairobi City.

During the time, leaders from Kenya, Togo, Ethiopia, Tanzania, and Sierra Leone engaged in a lively four-hour discussion on the trends and gaps of youth evangelism. The event ended with a wonderful time of prayer ministry.

Scan to view the
event's highlights
video on Instagram



"This report is not a threat or a condemnation but a roadmap, it's about real people not just statistics, because if we win this generation we win. He who has the youth has the future"

- Pastor David Ewagata

Alpha Youth Marathon (AYM)

AYM, an annual campaign held in Kenya from September to December, made significant strides in 2023 after an online launch. AYM's primary objective is to unite churches throughout Kenya in running Alpha during the long holiday break.

The launch, graced by keynote speakers in the youth space, attracted an impressive turnout of 297 church leaders. Following the launch, the Alpha Youth team conducted weekly online coaching sessions for 75 churches, ensuring ongoing support and guidance.

Beyond Kenya's capital, the team visited three other regions - the Central, Coastal, and Eastern parts of Kenya - training a total of 697 Youth pastors and leaders. The campaign fostered unity among church leaders as they joined forces to rally young people, urging them to reach their generation through the transformative Alpha program.



"As AYM continues to grow and evolve, it is undoubtedly leaving a lasting and positive imprint on the lives of young people throughout Kenya. The unity, dedication, and innovative approaches employed by church leaders and the Alpha Youth team are contributing to the rewriting of stories and the empowerment of the youth to make a meaningful impact on their generation."

- Gibson Kibugi, Youth Lead | Alpha Africa

PRODUCTS & RESOURCES



We want to make Alpha available to as many people as possible in their **heart language** and **cultural context**.

In assessing the needs of churches and communities in Sub-Saharan Africa, the regional team felt that another contextualised product was needed, as quickly as possible, to help expand our reach in Africa, aimed at youth looking for authentic and relatable voices.

This led to the development of the exciting Alpha Youth Talks Africa project! (previously called the Africa Voices Video project).

*In 2023, 60%
of the courses
run across Sub-
Saharan Africa
were for youth!*



Alpha Youth Talks Africa (AYTA):

Is a **vibrant, fun, urban-inspired, fully African video product** that was adapted from the latest Alpha Youth live scripts and is **targeted at the African 18-year-old** who is highly influenced by urban culture and has questions on faith.

Filming

The talks were filmed in English in one studio and are presented by three main speakers from South Africa and Kenya. With 13 talks in total, 8 are presented as individual talks and 5 are presented as podcast-style conversations between the three speakers. Adapted from the Alpha Youth Live Talks, the scripts incorporate the personal stories of the individual speakers.

It was filmed in July 2023, with editing and post-production during August and September, and it was launched at the end of October 2023.



The Launch

- The product trailer was previewed at:
 - Various Strategic Church Relationship Builder gatherings in Cape Town & Johannesburg.
 - The Circles and Spaces youth leaders event in Cape Town and Johannesburg in October.
 - The Kenya Youth Marathon Webinar in Nairobi.
- An online launch campaign was run on email, Instagram, and Facebook.

Pastors Connect Breakfast



Circles and Spaces JHB



Circles and Spaces CT



Since the AYTA launch at the end of October

The new series trailer has almost 6000 views and there is a general sense of excitement among youth leaders to see the impact of using AYTA. Within a month, 40 churches were already registered to start running the course!



Scan to watch
the trailer



Launching The Marriage Course in Swahili

The opportunity to engage with couples about their marriage in their heart language is a crucial part of strengthening the family unit in East Africa. It also gives more people the chance to engage with the gospel through Alpha as a follow-up tool. This year, Alpha was thrilled to officially launch Kozi ya Ndoa (The Marriage Course translated into Swahili) and see many marriages being strengthened in East Africa as a result.

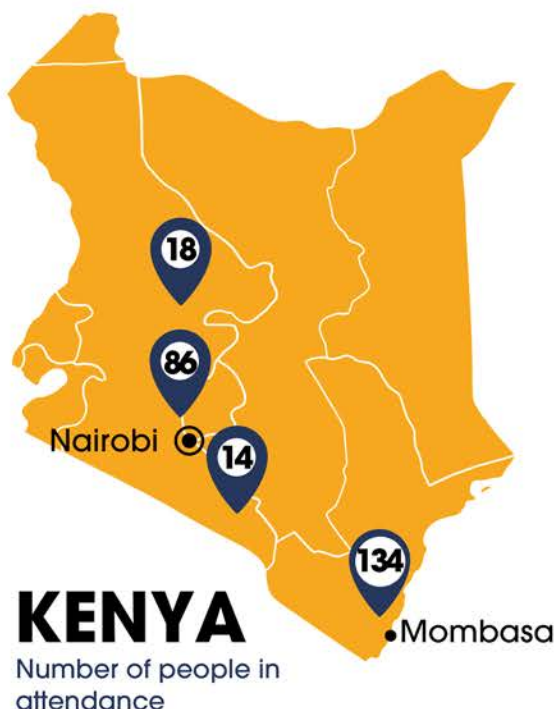
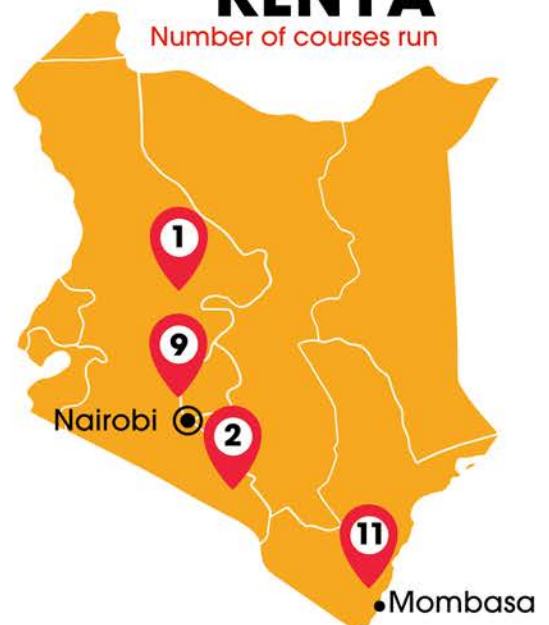
Kozi ya Ndoa in 2023

The official launch took place on February 2023 in Mombasa, Kenya, with **15 pastoral couples** present, who watched the screening of the first episode of the series. The Chairperson of Mombasa Pastors Fellowship was also in attendance, who endorsed the product and spoke at the event.

There are currently two distribution methods for Kozi ya Ndoa; on the global digital platforms, for those who can read English, and in-person, for those who don't. Alpha Kenya shared the product at pastors' fellowship gatherings where Senior Churches meet to make decisions. As a result, **52 Church Leaders** were trained and equipped to run Kozi ya Ndoa.

KENYA

Number of courses run



KENYA

Number of people in attendance

Distribution of Courses Run

In 2023, the majority of courses were run in the Nairobi and Mombasa regions. There are churches beyond this region, reaching into Tanzania, that have expressed an interest in being trained.



The Mwendwas

The Mwendwas are one of the couples that Kozi ya Ndoa has had a profound impact upon. We're so encouraged and inspired to see just one example of the many marriages that have benefitted greatly from this resource.

In the whirlwind of rushing through our wedding, the first month of our marriage was a turbulent sea of miscommunication and missed connections. Our dreams of a blissful honeymoon stage were shattered as we found ourselves drifting apart, no longer attending the same congregation, and unable to delve into the deep, meaningful conversations we yearned for. It felt like the profound connection we had hoped for was slipping away slowly.

Feeling lost, I decided to reach out to my Pastor who had been an integral part of our wedding journey, Pastor Grace. Together with her husband, they had not only facilitated our wedding plans but had also been a source of guidance and wisdom.

Pastor Grace recommended that we go through The Marriage Course, but we approached it with reluctance, not knowing what to expect.

As we journeyed through the course, we slowly started to rebuild the bridge of communication that had crumbled between us. But it was when we reached the chapter on "The Power of Forgiveness" or as it's called in our native Swahili, "Nguvu ya Msamaha," that something profound happened.

We felt as though a heavy burden of past failures and mistakes had been lifted from our shoulders, allowing us to see a brighter future ahead.

It was at that moment we made a resolute decision - to forge our own path as a family, to heal from the pain of the past, and to build a stronger, more resilient bond. The Marriage Course became a breath of fresh air in the midst of our storm, a soothing balm for our wounded hearts.

Our transformation didn't stop there. Inspired by our own journey, our pastors saw in us the potential to take up the mantle of the Marriage Ministry for our church. As we stand on the precipice of this new chapter in our lives, we are not only healing and growing together, but we are also reaching out to guide and support others on their own marital journeys.

Our story is one of redemption, forgiveness, and a renewed commitment to love.

**- The Mwendwas
Redeemed Gospel Church, Machakos**





DIGITAL ENGAGEMENT

Website Refresh

The Alpha websites for South Africa, Kenya, and Africa were revamped and launched in March and April 2023. The refreshed look and feel better expresses and represents Alpha within the African context.

Since the launch, traffic to the websites has increased as shown below:

	April – June 2023	July – December 2023	Growth
Africa	582 users	1,800 users	+1,218 users
Kenya	961 users	2,800 users	+1,839 users
South Africa	3,200 users	6,000 users	+2,800 users

In making Alpha more accessible to more people, language translations for the regional Alpha Africa website for Swahili, Portuguese, and French were completed and are set to be launched in 2024.

Instagram for Africa

The Alpha Africa Instagram page was launched in April. The organic reach has gone from 763 unique users to 19.4k unique users, and the engagement rate has gone from 21,1% to 100%.

WhatsApp Pilot Project

The two main forms of digital communication in East Africa are text messages and WhatsApp. To simplify the Alpha course registration process for local leaders, we worked with an external company on a pilot project to integrate our current CRM system (Salesforce) in Kenya with WhatsApp.

One of the initial challenges with this project was doing the integration using a local Kenya number. Once this was resolved, the team received essential training on the WhatsApp system and it was time to start testing!

The internal testing phase went smoothly and the team proceeded to start the next phase of testing at a training session which went well.

The team looks forward to completing the testing phase and launching this simplified registration process for local leaders to enjoy.



2024 PLANS

As we have built a new leadership team in Africa, we have seen the demand from churches to be envisioned and trained to run Alpha far outweigh our team's ability to answer this call. Within this context, we are excited to focus on raising Alpha brand awareness and answering the pull for training. **The focus for 2024 is: African Partnerships, African Products, and African Platforms.**

This is a reframing of Alpha Sub-Saharan Africa's focus over the past four years, with an emphasis on the need for an African voice and identity in giving people in the region the opportunity to explore a relationship with Jesus.

AFRICAN PARTNERSHIPS

- This year's main regional event for Africa will be a multi-track 'African Church Engagement Framework event' to be hosted in Johannesburg.
- In looking at the demands outside our two key National Alpha Offices, the Train the Trainers track will play a pivotal role in bringing support to these areas.
- Partner with Alpha Supporters with a focus on increasing national supporters in Kenya and SA.
- Partner with key organisations that work across Africa and can help train leaders in various countries. Ensure Alpha products are available in those languages.



AFRICAN PRODUCTS

- Our focus in 2024 is on the Alpha Youth Talks Africa (AYTA) product.
- We hope to launch Alpha Youth Series 3.0 in 2025 when there is a contextualised version available. Therefore, this year we will continue exploring a system to get Alpha products into the hands of African leaders in a simple and trackable African way.
- African churches are becoming more receptive to Alpha, a tool that some saw as a traditionally 'Western' product. We are encouraged by the increased openness and believe that with the right digital connections and more contextualised products available, the exciting growth will continue and the good news of Jesus will be spread far and wide.



AFRICAN PLATFORMS

As we expect to see momentum in new churches coming from the Alpha Youth Talks Africa (AYTA) product:

- We want to build an online African Youth Thought Leadership presence,
- With podcasts and shorter video clips on the regional website, YouTube channel, and social media, all driving traffic to the website.
- This will involve continued significant investment into our Alpha Youth presence on our regional website.





FUNDING THE VISION

Alpha's operations are solely funded by voluntary donations from individual donors, trusts and foundations, and some churches. As a result, we can offer free, accessible, and relevant resources and training to churches in the Sub-Saharan African region, equipping them to run Alpha effectively both in-person and online. Faithful financial partners are crucial to our ministry and expansion.

Thank you for your friendship, support, and prayers, and for joining us to equip the church in Africa to help people discover and develop a relationship with Jesus.



Please let us know if you would like any more information. If you would like to partner with Alpha by giving a gift, you can scan the QR code to the left or use our banking details below:

Account Name: The Alpha Course South Africa

Bank Name: First National Bank

Account Number: 6200 3457 539

Branch code: 201709



For more information please contact:

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