



Alpha

2024

Alpha Sub-Saharan Africa

**YEAR IN REVIEW**

# THE HEART OF ALPHA

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

Alpha exists to spread the good news of Jesus by creating a space for people to explore life, faith, and meaning together. Alpha courses can be hosted anywhere and are adaptable to various contexts, people, and demographics. It is run worldwide—in cafés, churches, homes, universities, prisons, and online.

We inspire and equip churches, organisations and individuals to share the gospel through high-quality resources like the Alpha Film Series, Alpha Youth Series, Alpha Youth Talks Africa Series, digital platforms, and other creative resources.

Our interactive, multi-week experience gives people an opportunity to discover and develop a relationship with Jesus in a welcoming, non-judgmental space.

## 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 have embarked on a bold campaign to share Jesus to the ends of the earth - "Alpha for Everyone".**

After 30 years of learning and growth, we're ready for this moment. Over the next nine years, we'll expand our resources with greater reach, depth, and relevance to meet today's challenges. Our vision remains the same: to evangelize the nations, revitalize the church, and transform society.

Thank you for your prayers and generosity. It's a privilege to partner with you and God in this work.



# ALPHA SUB-SAHARAN AFRICA IN 2024

Every year brings new opportunities to serve, grow, and strengthen our impact across Sub-Saharan Africa. As we reflect on 2024, we celebrate the lives transformed through Alpha, the communities empowered, and the partnerships that have flourished.

Sub-Saharan Africa saw an impressive 47% growth, with an estimated 223,446 people invited to explore a relationship with Jesus through Alpha. It was the fastest-growing region for Alpha globally!

## REGIONAL PRIORITIES IN 2024



AFRICAN  
PARTNERSHIPS



AFRICAN  
PLATFORMS



AFRICAN  
PRODUCTS



3,206

↑ 34%

Active Churches &  
Organisations



5,099

↑ 44%

Alpha Courses



2,680

↑ 29%

Alpha Youth Courses



223,446

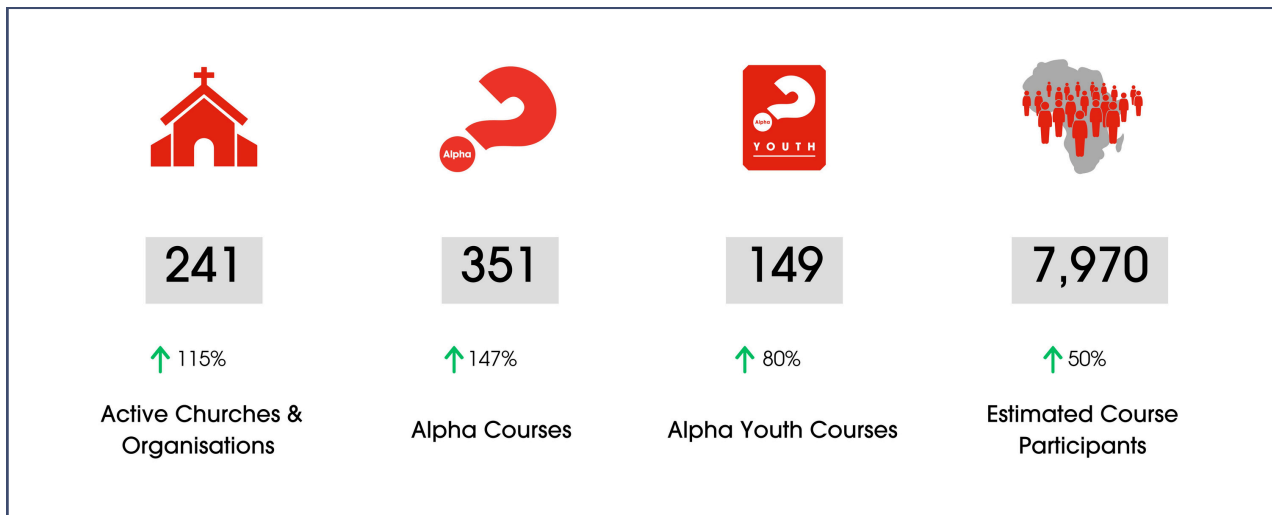
↑ 47%

Estimated Course  
Participants

\*Please note that the numbers in this document are pending final confirmation.

# REGIONAL GROWTH - NIGERIA

Significant growth was witnessed in Nigeria in 2024 as the team engaged with leaders to inspire, empower, and equip them to use Alpha as an evangelism and discipleship tool in their contexts.



## Some highlights from Alpha Nigeria in 2024

- Alpha had the privilege of hosting a training with over 35 representatives from 15 orphanages from the Association of Orphanages and Homes Operators in Nigeria (ASOHON) in the Jos chapter. Over 35 representatives from 15 orphanages attended the training and were eager to learn how to engage with their wards using the Alpha course. At least eight Alpha courses were subsequently run in homes and schools for orphans.
- Alpha hosted a training event at St. Peter's Catholic Church, Gindiri, in the Pankshin Diocese of Plateau State. The training marked the beginning of relationship building in the Nigerian Catholic context, particularly in the northern region.
- As a result of volunteer-led training events for Alpha in Prisons, Alpha courses were run in the Ikoyi and Akwa Correctional Centres. We hope to give people from all walks of life the opportunity to explore a relationship with Jesus; this is just one example of that!
- At the end of 2024, RCCG City of David was conducting their seventh Alpha course. The church is committed to using Alpha as an evangelism and discipleship tool, recognizing its value as a significant resource. Consequently, Alpha Nigeria is collaborating with Pastor Akan Jacob, the church's Alpha Coordinator, to explore ways to share their commitment and enthusiasm with other churches.



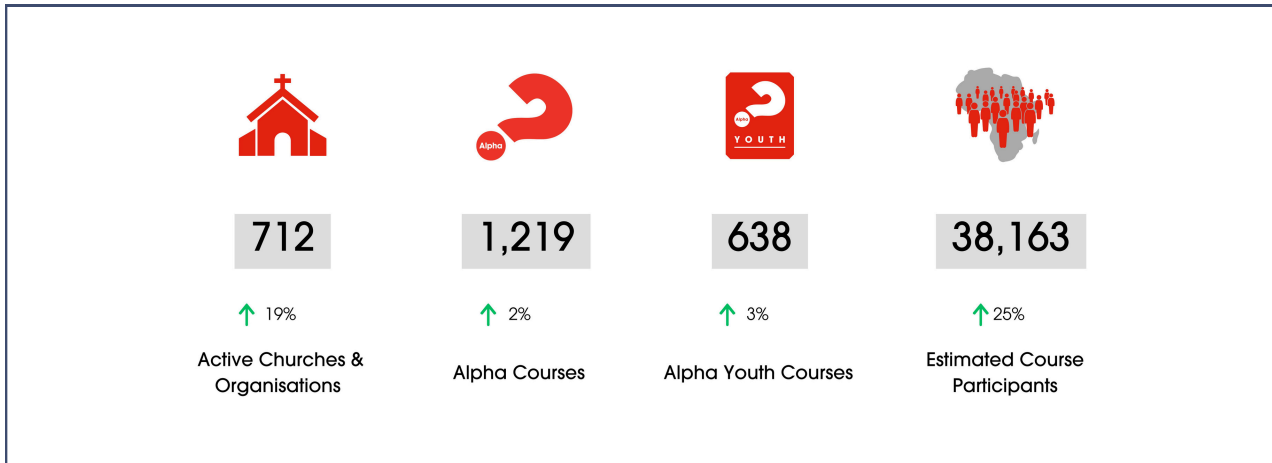
”

*“When I first heard about Alpha, I was drawn to its simplicity—creating a space where people can explore life's big questions about faith and God in a non-judgmental, open environment. Little did I know how transformative the experience would be, not only for the participants but for me as a host. Alpha has enabled me to build a virtual community of young people who love God and desire to deepen their knowledge of Him. Hosting Alpha has been a powerful reminder that God works through simple acts of hospitality and conversation to reach people. I am truly grateful to be impacting lives through Alpha.”*

**Olajide Darius**  
Ibadan, Oyo State

# REGIONAL GROWTH - SOUTH AFRICA

In 2024, Alpha South Africa intentionally focused on expanding their relational network and they engaged with more than 6,700 leaders from over 2,300 churches. We are excited to see growth emerging in the upcoming year due to the many new relationships cultivated and the courses that will run as a result.



## Some highlights from Alpha South Africa in 2024

### Alpha Garden Route

Following the city-wide Alpha that took place in 2023 in Plettenberg Bay, Alpha is collaborating with churches from Plettenberg Bay, Knysna, George, Pacaltsdorp, Oudtshoorn, and Mossel Bay. Through these collaborations the, "Alpha Garden Route" dreamed was born: the vision to see at least 60 churches from across these towns running Alpha simultaneously at the end of 2025. It is exciting to see churches across the Garden Route uniting to reimagine evangelism and reach their communities with the good news of Jesus through Alpha.

### Youth Equipped 2 Reach Events (E2R)

The Alpha Youth Team hosted several E2R events this year. The Durban E2R, hosted at Olive Tree Church, brought together 55 pastors from 11 churches to inspire evangelism and equip youth leaders to empower their youth to share the gospel using Alpha. Many attendees were new to Alpha and engaged enthusiastically with the "7 Best Practices" for running Alpha effectively. Following the event, an in-depth training at True Vine Church gathered 65 pastors from 20 churches eager to explore how Alpha fosters youth-led community gatherings and meaningful encounters with God.





### Alpha in Prisons in South Africa

Alpha’s prison ministry experienced unprecedented growth in 2024, despite new quality assurance regulations. The movement gained momentum as 134 volunteers from 64 churches stepped forward to serve, bringing hope behind prison walls.

The number of courses surged by 1,100%, with 48 Alpha Courses run across 15 prisons, reaching over 1,500 inmates.

We are thrilled to share that 52 baptisms took place in the Pollsmoor, Paardeberg, and Allandale Correctional Facilities. In Paardeberg and Allandale, these were the first baptisms in over six years.

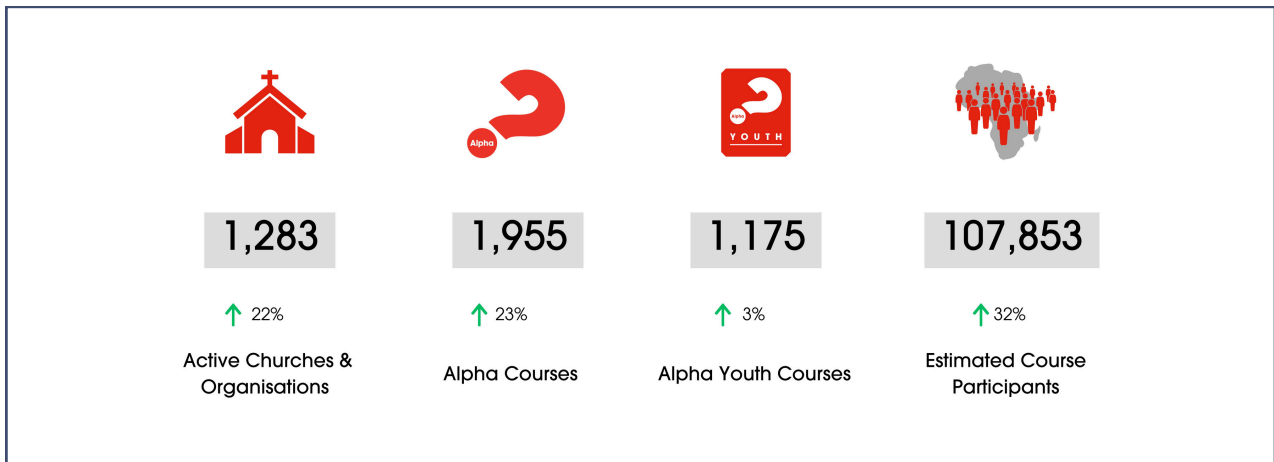
This remarkable growth is a testament to the life-changing power of the gospel. The momentum built this year is only the beginning, as Alpha continues to bring God’s hope and transformative love to those behind bars.



*“Ryan, was previously a general in the 28 gang and was released two weeks after completing Alpha in Paardeberg Correctional Facility. The Alpha Prison team from Paardeberg helped him with an address at a shelter and he was baptised a week after being released. Ryan is now actively part of Alpha in Prisons and wants to run Alpha at the shelter where he is staying.”*

**Marlon**  
SA Alpha in Prisons

# REGIONAL GROWTH - KENYA



## Some highlights from Alpha Kenya in 2024



### Kenyatta University Engagement

Alpha was privileged to speak at Kenyatta University and engage with 5,000 students across three services. The engagement focused on discipleship, evangelism, mission, and leadership development. It aimed to equip young people to grow in their faith, embrace the call of the Gospel, and step into leadership roles within their communities.

Students were challenged to reflect on their spiritual journey, to embrace their identity in Christ, and to take on the responsibility of advancing the Kingdom of God through evangelism and service. They left empowered and equipped to share their faith. Additionally, eight young men made the life-changing decision to give their lives to Christ—a powerful testament to the event's dynamic impact.





### Alpha Youth Roundtable – The Gen Z Revolution October 2024

The October Alpha Youth Roundtable, one of several key events this year, brought together 178 participants, including church leaders and youth pastors, to equip the next generation for leadership. Through expert panels and discussions, it addressed Gen Z’s needs and advanced Alpha’s mission to empower leaders to foster meaningful faith conversations.



### The Alpha Youth Marathon Webinar

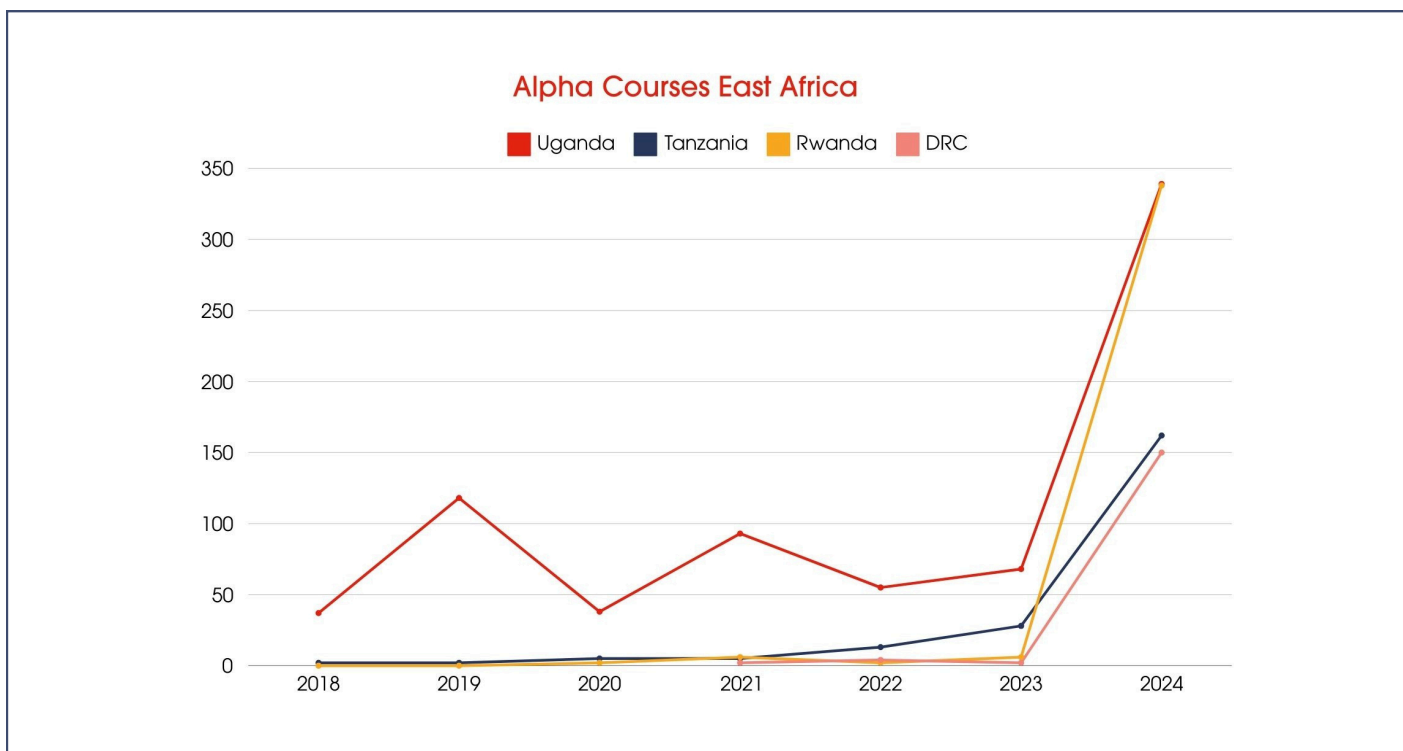
The Alpha Youth Marathon Webinar gathered 35 church leaders. It explored how leaders can create welcoming and empowering spaces for youth through Alpha. Centred on the theme “What if you could create a space?”, it highlighted Alpha’s role in fostering honest conversations and encounters with Christ. Leaders also gained practical strategies for running Alpha during the holiday season, a key time for youth who are seeking connection and purpose.



## East Africa Growth

Kenya was established as Alpha's East African Hub in 2018 and has experienced exponential growth since, going from having 111 Alpha courses run in 2018, to 1,955 courses run in 2024.

In 2024, that exponential momentum and growth was strategically leveraged to plant the seeds of similar growth taking place in surrounding countries. Three Country Training Coordinators were employed, from DRC, Uganda, and Tanzania, to spearhead this movement, with the training and guidance of the Alpha Africa team. That exponential growth can be seen in the graph below:



*“I needed to change but I knew I couldn’t do it alone. I don’t know how it went, but this person came and he started asking us questions. That’s when I was like, this person is going to help me. That person was Pastor Juma. Pastor Juma was using Alpha to reach us.*

*It took me two to three months before I actually went to church. Pastor Juma changed my mindset. He made me feel like I am still useful and I’m still needed in the world, that there was a reason why God created me. Without Alpha, someone like me wouldn’t have another chance. There are so many young people like me who need help.*

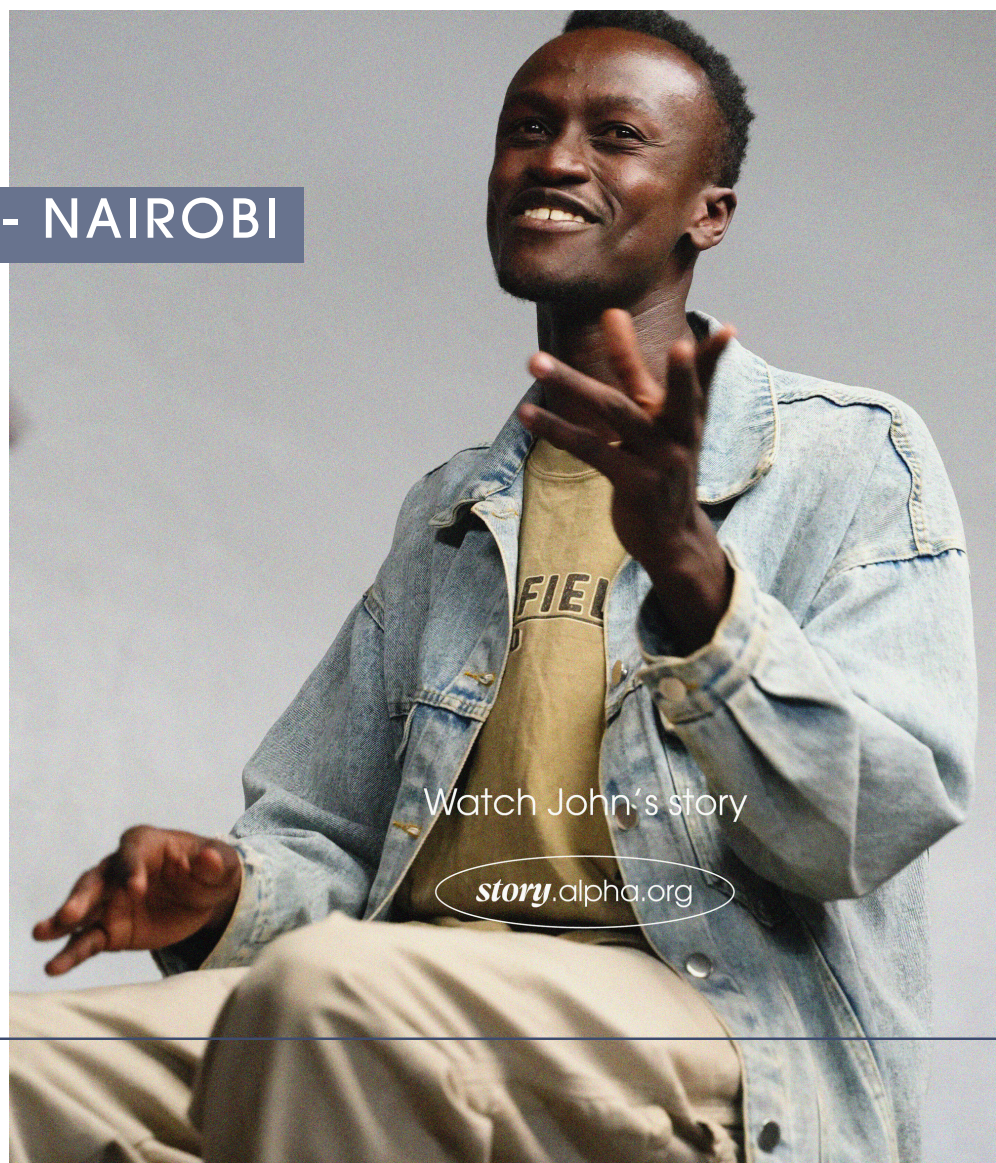
*I need to go for them. I need to help them out. I need to help them move up from that deadly kind of life. They need to know God.*

*I started Alpha in our church. I called three guys, but to my surprise, fifteen came. I love reaching out to men, and Alpha’s given me that - the very best information on how to do that.*

*I’m so free. I’m so joyful. I feel this peace inside of me. I’m OCS Yuleboy Aliyekoka - that literally means that I am a son of God.”*

JOHN - NAIROBI

”



Watch John’s story

[story.alpha.org](https://story.alpha.org)



## AFRICAN PARTNERSHIPS

This year, Alpha expanded its reach and impact across Africa through:

- Hosting a Church Engagement Framework event in Magaliesberg, South Africa, which was attended by leaders from eight countries across Sub-Saharan Africa.
- Expanding donor support through increased efforts and a donor event in Cape Town and Kenya.
- Strengthening partnerships with key organizations to equip leaders and ensure Alpha resources were accessible in multiple languages.
- Enhancing leader training in East Africa through providing training videos in Swahili.
  - These videos were filmed, edited, and made available for the team to distribute to churches and organisations as needed.
  - Since being launched, they have aided churches in the Coastal region to improve the quality of their Alpha programs by providing thorough training for Hosts and Helpers, bringing training closer to local communities.
  - It has helped support the widespread use of Alpha in Swahili, particularly in Tanzania, where many churches run Alpha in this language.



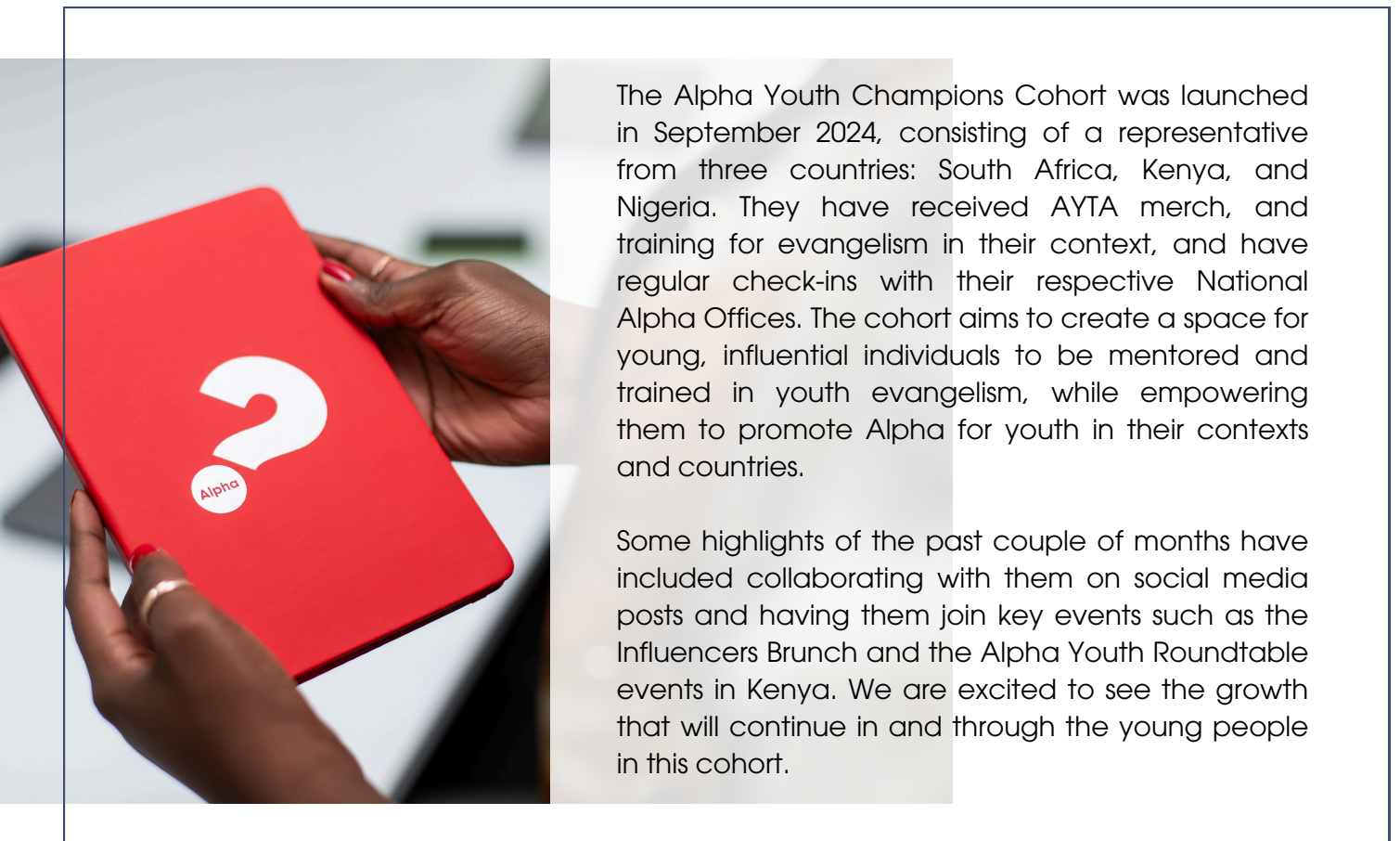
- Reaching the Catholic context and Francophone and Portuguese speaking countries.
  - Alpha has been strategically working to extend our reach into the Catholic context, and put plans in place to meet the growing demands for training and resources in Francophone and Portuguese-speaking countries.
  - Francophone Regions
    - Alpha retained the Country Training Coordinator in DRC for 2025 to support envisioning and training leaders online.
    - Inquiries from from Togo, Senegal, Cameroon, and Ivory Coast were seen to.
    - Alpha’s presence in key cities such as Lubumbashi, Goma, Kinshasa, Bukavu, and Uvira was strengthened.
  - Portuguese Regions
    - The Alpha team in Brazil helped provide support to ensure continuity until additional funding becomes available.
  - Reaching the Catholic Context in Africa
    - Part-time Alpha Youth/Catholic Context Coordinators were appointed in Nigeria, South Africa, and Uganda to foster growth across West, East, and Southern Africa.
    - Important conversations were opened up with leaders in thoughtful content posted to Alpha’s social media platforms - i.e. We The Voice Campaign, Episode 4 focused on evangelism, youth and the Catholic Context. This extended important discussions to the wider Catholic Context to foster growth and engagement.

# AFRICAN PLATFORMS

In 2024, significant strides were made in building Alpha's African Youth Thought Leadership presence through various digital initiatives. These efforts aimed to engage and empower African youth by enhancing content accessibility, expanding our online reach, and fostering meaningful connections through podcasts, websites, and social media.

## Key developments in building an African Youth Thought Leadership presence

- Alpha's We The Voice Podcast was successfully launched in June for Youth Month in South Africa and is now available on Alpha SA's YouTube channel.
- Minor updates were made to the site throughout the year, rather than a full refresh.
- Improvements include a successful mobile optimization, with a focus on accessibility for lower-data regions.
- From January 1st to November 25th, 2024, the regional website recorded 40,000 users, including 39,000 new users.
- Significant growth was seen on Instagram and LinkedIn, with moderate growth on Facebook. Growth Highlights include:
  - Alpha Africa's Instagram grew exponentially by 525%.
  - Alpha Kenya's Instagram saw a 79% increase and Alpha SA's Instagram grew by 29%.
  - The Alpha Africa and South Africa YouTube channels grew by over 40%.
  - LinkedIn grew by 32%.



The Alpha Youth Champions Cohort was launched in September 2024, consisting of a representative from three countries: South Africa, Kenya, and Nigeria. They have received AYTA merch, and training for evangelism in their context, and have regular check-ins with their respective National Alpha Offices. The cohort aims to create a space for young, influential individuals to be mentored and trained in youth evangelism, while empowering them to promote Alpha for youth in their contexts and countries.

Some highlights of the past couple of months have included collaborating with them on social media posts and having them join key events such as the Influencers Brunch and the Alpha Youth Roundtable events in Kenya. We are excited to see the growth that will continue in and through the young people in this cohort.



## AFRICAN PRODUCTS

In growing Alpha's online presence and expanding its reach, strides were made in key projects that support accessibility, engagement, and seamless user experiences.

### **The Well Systems**

A partnership with The Well Systems was established to pilot devices that enable churches in underserved areas (e.g., townships, villages) to run Alpha courses without internet access. Two devices were distributed to churches to trial and the positive feedback we received demonstrated the device's potential for broader impact.

### **Google Sign-Up**

Google Sign-Up functionality was launched on MyAlpha to streamline account creation and verification, simplifying user access and encouraging broader adoption.

### **WhatsApp Pilot**

The use of WhatsApp was leveraged to significantly boost course registrations, with over 600 courses registered across urban and rural settings, highlighting its effectiveness as a widely-used communication tool. Areas for improvement were identified to optimize the system further. These initiatives reflect Alpha's commitment to increase accessibility, drive engagement, and foster connections with people across the region, while supporting our broader vision for African Youth Thought Leadership.

## Contextualisation in Sub-Saharan Africa in 2024

We are thrilled to share that following its launch in October 2023, Alpha Youth Talks Africa (AYTA) has far exceeded our initial aim of 33% of the region's youth courses in 2024. Last year, the new, contextualised series accounted for over a third of the courses run across the entire Sub-Saharan Africa region!



**MOSES - NAIROBI**

To make Alpha accessible to a multitude of communities across Sub-Saharan Africa, the strategic translation of AYTA was prioritized to make it available in the heart languages of more people in the region.

The completed French and Luganda translations were made live on MyAlpha, expanding our reach into East Africa and Francophonic regions. The Chichewa subtitle translation and dubbing was completed and is currently under review by the local team in Malawi. The audio dubbing in Chichewa was done in addition to the translation to address local literacy challenges as per the funder's request.

Additionally, the stories of how God transformed John and Moses through Alpha, were filmed in collaboration with Alpha International for the new Alpha Stories website ([story.alpha.org](http://story.alpha.org))





## Collaboration with Alpha International on the new Alpha Youth Series (AYS 3.0)

After having done extensive research on the issues and needs of teenagers across the globe, Alpha set out to adapt the Alpha Youth Series and tailor it to engage with Gen Alpha in a way that is relevant and relates to their context and worldviews. Our regional team played an active role in contributing to the new series, which was launched globally in 2024!

Alpha Sub-Saharan Africa Regional Brand Lead, Boipelo Nhlanhla, joined Alpha Global Youth Lead, Dan Blythe, in filming some of the new series' training videos, as well as a story which was included in AYS 3.0.

The global video series will now be translated into strategic local languages to engage with more individuals across Sub-Saharan Africa in their heart languages.

# REGIONAL PRIORITIES FOR 2025 - 2027

## 1. BRAND BUILDING AND AWARENESS



To overcome low brand recognition and the perception of Alpha as a Western product, we will leverage trusted ambassadors and strong networks in Kenya to expand into Uganda and Tanzania. In South Africa, we will strengthen our brand among African churches, with Alpha Youth Champions playing a key role. Targeted mass media and digital marketing will embed Alpha's presence ahead of the African AFS launch.

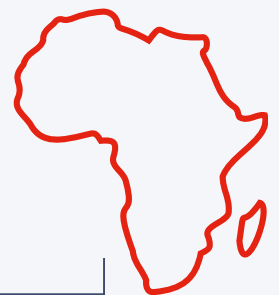
## 2. STRENGTHENING REGIONAL & NATIONAL MINISTRY TEAMS

Alpha Kenya's growth from 111 to 1,588 courses (2018–2024) is driving regional expansion in East Africa through National Training Coordinators and a proven Strategic Church Relationship model. Over the next three years, we will strengthen Catholic engagement and deepen Alpha adoption across 11 key countries. This includes securing a firm foundation in eight of Sub-Saharan Africa's nine most populous nations—Nigeria, Ethiopia, the DRC, Tanzania, South Africa, Kenya, Uganda, and Ghana—while also supporting growth in Rwanda, Zambia, and Zimbabwe to expand our impact in Southern and Western Africa. We will also leverage South Africa's momentum to drive growth in Zimbabwe and Zambia.



## 3. AFRICAN PRODUCTS FOR AFRICA

Bespoke, contextualized, and translated Alpha products have driven rapid growth, proving the need for African representation. Research confirms strong demand for a "glocal" approach—African faces and voices with some global elements. The newly launched Alpha Youth Series 3 will be translated into Afrikaans for South Africa and Namibia and Pidgin English for Nigeria. They will then be made available on the MyAlpha platform. Once fully funded, the African Alpha Film Series (AFS) will launch in local languages with tailored marketing materials, ensuring broad impact across Sub-Saharan Africa.



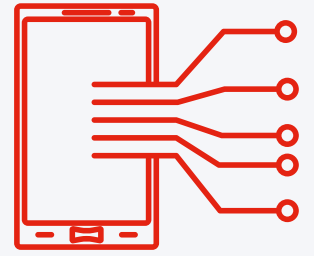
## 4. YOUTH FOCUS



With 70% of Africa's population under the age of 30, Alpha Youth is central to our strategy. Alpha Youth Talks Africa (AYTA) is the region's most used product, expanding via TV, digital platforms, and translations. In 2025, we'll launch translations of Alpha Youth Series 3, strengthen youth leadership through the Alpha Youth Champions Cohort, and create spaces for young people to encounter Jesus. We'll also expand Alpha Youth in Catholic communities with contextualized resources, ensuring it remains a key tool for youth engagement and church renewal.

## 5. DEVELOPING A STRONG, AFRICAN DIGITAL STRUCTURE

To overcome high data costs, we will develop Android-first, data-lite solutions tailored to Africa's needs. In 2025, we'll expand the WhatsApp registration method to 10 key countries and launch Alpha Audio in multiple languages to improve accessibility. We will also develop the Digital Lite My Alpha platform, ensuring culturally relevant solutions for diverse communities. These efforts will enhance Alpha's reach and sustainability across the region.



## 6. DEPENDING ON PRAYER, WORSHIP, AND FASTING

Alpha's vision, as always, is shaped by prayer, worship, and fasting, relying on the Holy Spirit's guidance. Over the next three years, we'll train prayer champions across Sub-Saharan Africa to shepherd the Alpha community in prayer, starting with a fasting staff team. Contextualized prayer resources will be created, especially for youth, and every event will include dedicated prayer gatherings. We'll mobilize intercessors to unite in prayer during this season of ministry.





## FUNDING THE VISION

Alpha’s operations are solely funded by the voluntary generosity of individual donors, churches, trusts and foundations. As a result, we are able to offer free, accessible, and relevant resources and training to churches in the Sub-Saharan African region. Leaders are inspired and equipped 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 and encourage the church in Africa to share the love of Jesus with their communities in a warm, welcoming, and non-judgmental environment.



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:

**Nel van der Walt**  
Director of Strategic Partners  
Alpha

nel@alpha.org | 084 855 2295

