

Alpha Sub-Saharan Africa

2021 IN REVIEW



Alpha

Alpha's mission is to equip and serve the church in its mission to help people discover and develop a relationship with Jesus. Throughout 2021 our heart and focus has been to support churches in and through the many challenges they are facing, and help them to grasp hold of the immense opportunity for evangelism presented by these times.

Alpha's most significant opportunity lies in the 'rising generation'. To ensure we have a substantial impact on meeting the varied needs of young people on the continent, we aim to invest time and other resources in 2022 to ensure that 65% of all **Alphas** throughout Africa will be youth oriented.

Support to churches through prayer and continuous engagement is a priority for **Alpha** in 2022 to help them as they emerge from

the pandemic and face new realities and new opportunities for ministry.

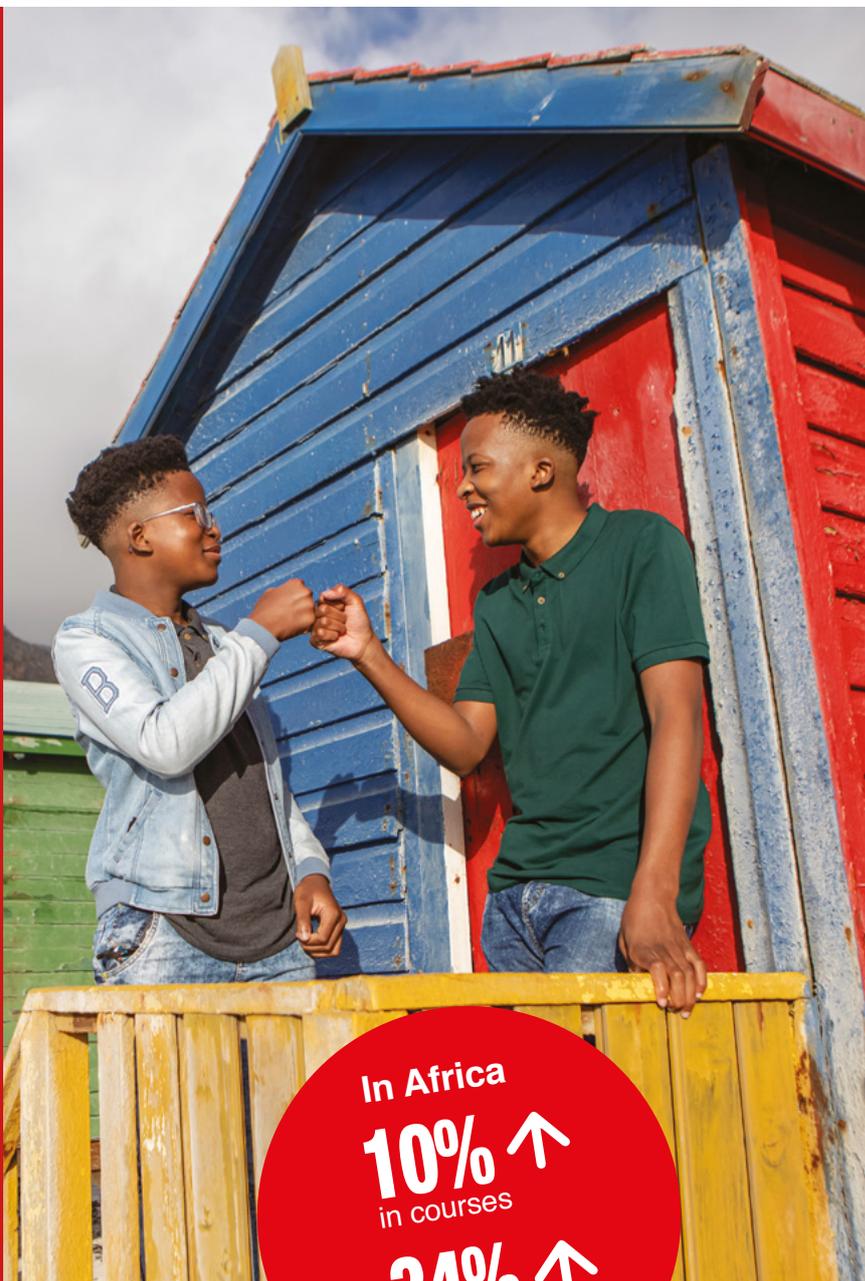
At **Alpha** we believe that everyone should have the opportunity to explore faith, for free, wherever they are in the world.

Alpha's non-judgemental, non-pressurised culture makes it a safe space for people to invite their friends to - connect, watch, discuss - help build community and inspire honest, friendly conversations.

With the help of our amazing partners, we are so grateful to have supported churches this year to respond to these challenges and the needs in their communities - helping thousands of people discover and develop a relationship with Jesus. ■

Highlights of 2021

- Seeing an estimated **48 000 people across South Africa and Kenya** invited to explore a relationship with Jesus on Alpha.
- Hosting the **Youth Ministry Summit** online and having the opportunity to engage with over 500 people across South Africa.
- Launching **Alpha za Filamu** (Alpha Film Series in Swahili) and **Alpha za Kusikiliza** (Alpha Audio in Swahili).
- Continuing to build relationships with churches, holding online and in-person trainings and events. Alpha Kenya has trained and envisioned **423 churches** online and **515 churches in-person**.
- Increase in Alpha brand awareness in Kenya through these trainings and the Swahili product launch - almost **500 new leads** generated by the Swahili products launch.



2021 SO FAR IN NUMBERS

● SOUTH AFRICA ● KENYA



454 | 440

Churches & organisations hosted Alpha this year



142 | 345

Churches hosted Alpha for the first time



210 | 52

Alpha courses hosted online



690 | 617

Alpha courses hosted this year

**2021 numbers are still being finalised as churches complete Alphas and are verified.*

These course numbers mean that an estimated **48 000 people** (35000 of them youth) have had the opportunity to hear the **Good News** about **Jesus on Alpha** in these two countries alone!

ALPHA SOUTH AFRICA UPDATE

National Alpha Gathering

Alpha South Africa started the year with an opportunity to connect with churches across the country that have run Alpha before, hosting a national gathering online in February. This was a time to encourage each other and pray together: hearing from church leaders, Alpha guests and coordinators, and delving into how we can share our source of hope during a difficult season. **172 churches** registered to attend.

Training and Webinars

Equipping churches to run Alpha well is key to our strategy. This extends to church leaders and their team of volunteers – to train, support, encourage and pray for them.



“

I have found Alpha to be absolutely professional, well prepared, on the cutting edge. Their awareness of GEN Z and how to reach them blows me away. I appreciate their heart for young people. Thank you for making these webinars available to us, to equip us to minister to young people more effectively.”

Alison, Youth Leader and Alpha Host, Cape Town

Trainings and webinars have been run online in South Africa:

- This year, 16 online training events and webinars have taken place, with almost 450 churches attending.
- 23 one-to-one coaching sessions were held with churches who needed additional help.

Youth training and engagement continues to be a priority. In South Africa the following webinars, among others, were held with a focus on reaching young people:

- Reach and Minister to Gen Z.
- Reaching Teens in Uncertain times.
- Peer-to-Peer Evangelism.

Youth Leaders CoLab

The Alpha South Africa team launched a Youth Pastors and Leaders Co-lab to develop and collaborate with youth ministry leaders across the country. The Barna Co-lab is a platform, hosted by Barna, where youth ministry leaders could engage with Barna’s recent study into Gen Z. After the Barna Co-lab finished, a cohort of some of the attendees was created, who have met together to see how the data presented by Barna is reflected in and impacts youth ministry in the South African context. Some of these discussions were influential in the planning of the Youth Ministry Summit. ■

“

Being part of the Barna CoLab was more eye-opening than I imagined it would be. I learned just how important it is for ministers of the gospel to prioritise knowing and understanding Gen Z and the scriptures.”

Arielle – Serves at Red Frogs and Rosebank Union



Barna CoLab: Reaching Gen Z.

DISCOVER WHAT THE LATEST DATA IS TELLING US ABOUT TODAY'S YOUNG PEOPLE

“

The study [Barna CoLab] opened me up to a whole new world, gave me a new perspective on how we can journey with Gen Z with data to guide on where they are in their mind and heart.”

KG (Kgomotso) – Youth Pastor at Grace Family church



Youth Ministry Summit

The Youth Ministry Summit took place online in October 2021. The theme for the summit was: **ALIVE IN A CHANGING WORLD**, a prophetic statement aimed at inspiring life in a world that is filled with loss and death, particularly the death of passion for evangelism and youth ministries. The summit aimed to inspire the revival and repositioning of youth ministries in South

Africa and encourage youth ministry leaders to consider Alpha as an effective tool for evangelism to Gen Z. More than **500 leaders** attended the online event.

Following the summit, Alpha Youth Ministry Connect events were held, online and in-person, for youth leaders to connect, build new friendships and share insights and ideas, to be equipped to reach more young people in their communities! ■

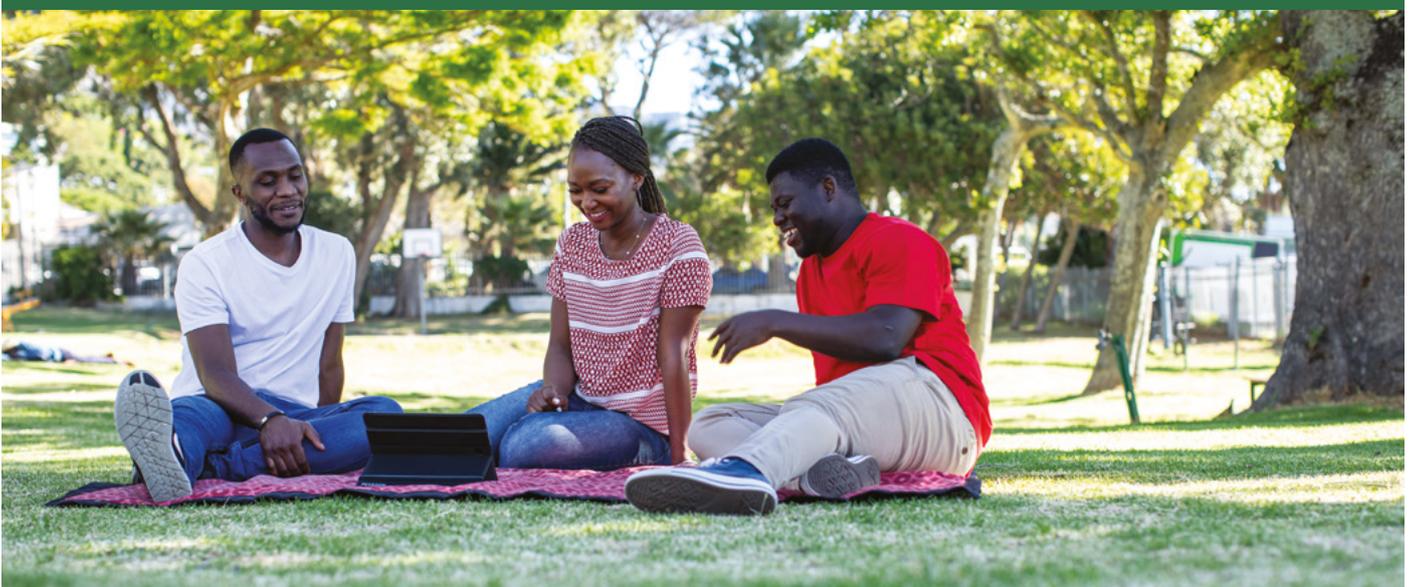
GROWING RELATIONSHIPS WITH STRATEGIC CHURCHES

The Johannesburg **Catholic** Archdiocese invited its 125 parishes to a city-wide Alpha Online. Bryanston Catholic Church (BCC) is an inspiring key Hub Church for Alpha, in Johannesburg. The Alpha South Africa team have been working closely with BCC to support them as they continue to invite and equip other churches to host Alpha. Parishes new to Alpha have sent leaders as guests to learn and engage with the platform so that they can run future Alphas. It is exciting to see this model working. 173 guests signed up for the Alpha and we are praying that many more Alphas will start in the future because of this.

Closely following this model, the **Anglican** Diocese of Johannesburg is running Alpha for Youth. They have 27 participating parishes with 102 guests attending. ■

STRATEGIC CHURCH RELATIONSHIP BUILDERS

Three appointments have been made, two in **South Africa** and one in **Kenya**, into the roles of Strategic Church Relationship Builders and an administrator role. They are working closely with Strategic Church leaders in South Africa and Kenya, initiating and developing trusted relationships and supporting leaders. They operate as Alpha brand ambassadors and strategic advisors, and work with Hub Church leaders to maximise their potential for introducing other new churches to Alpha. ■





ALPHA KENYA UPDATE

National Prayer for Evangelism and Revival meeting online

Alpha Kenya started the year by hosting a 90-minute prayer session praying for the church in Kenya to awaken to evangelize and revive the country. 50 church leaders joined on Zoom with over 100 others on Facebook.

Trainings and Webinars

Trainings and webinars have been run online and in-person in Kenya:

- This year Alpha Kenya has trained and envisioned 423 churches online and 515 churches in-person.
- In August and September, a series of webinars with guest speakers, were run under the banner “Emissaries of Hope” to provide a platform and create a space where church leaders could receive encouragement and prayer to help them lead through the crisis. ‘How to Run Alpha’ sessions were run as a follow up to the webinars.
- After the launch of the Alpha Film Series in Swahili, there was an explosion of interest and the team travelled to different areas to support churches in getting started with running Alpha in Swahili. They met in-person with 94



pastors from Samburu Pastors Fellowship in Maralal, 15 at Word of Faith, Kisumu, 20 at Praise Centre Church, Mbale, and 24 at Vessels of Power Church in Nairobi, among other locations.

Alpha For 5 Campaign

Between July and August, 26 churches were trained for the Alpha For 5 campaign. This initiative aims to empower young people to reach their generation with the gospel during this time of disconnection and uncertainty. Each session is centred around watching a short video from a smartphone through a headphone splitter connecting four other friends, followed by a discussion wherein the group can easily share their thoughts freely and ask any questions. Headphone splitters were handed out to five churches for free after they registered on the Alpha Kenya website in July. ■

ALPHA NIGERIA UPDATE

New Church Leader Alpha endorsement videos

The team in Nigeria recorded five stories of church leaders about the impact of Alpha on their churches and why they think it's relevant in a high religious and resourced society like Nigeria. The goal was to encourage more leaders to try Alpha. These stories cut across the major denominations – Catholics, Anglican, Methodist and Pentecostals.

The Bold Church: Rethinking youth engagement for Kingdom advancement

In August Alpha Nigeria hosted their first physical gathering since February 2020. The Alpha Youth event tagged **'The Bold Church'** was designed for church and youth leaders to help in rethinking strategy around youth engagement, especially in evangelisation. The event, which was attended by **40 leaders** from different churches, also provided an opportunity for interaction, learning, worship and prayer ministry. ■



Alpha has engaged my students more, it no more a big deal to talk about doing things that are Holy Spirit led and it has also disposed them to individual engagement as leaders, they can get into smaller units and take responsibilities. They are more committed and willing to talk to their peers about Christian things."

Rev Fr Paul Akin-Otiko (OP) Chaplain, Nigeria Federation of Catholic Students (NFCS), Archdiocese of Lagos



Alpha Film Series in Swahili

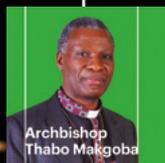
Alpha za Filamu (Alpha Film Series in Swahili) and **Alpha za Kusikiliza** (Alpha Audio in Swahili) were launched together on the 30th of September in Nairobi, Kenya!

The **Alpha Film Series** has been remodelled during 2021 by dubbing Swahili voices over the videos, creating breaks for more interaction and discussion, and filming new street interviews. A new Alpha Audio series in Swahili has also been created – a world first for Alpha.

After years of praying and research, and months of hard work, it was a joy to launch these Alpha products that have the potential for such huge impact, allowing the gospel to be shared in the heart language of thousands of people in East Africa and across the world.



Leadership Conference 21 Online



Leadership Conference '21

Over **2000 delegates** registered for **LC21** from Sub-Saharan Africa. 57% of delegates signed-up to hear from the team in their country, which is very encouraging. Alpha teams reached out to the delegates from their countries after the conference, to encourage them in their ministry and share ways to connect.

LC21 not only provided a way to engage with new churches, but the opportunity to join in global worship and pray together. Worshipping together with an estimated 40 000 people was very special indeed!

DISCOVER
AlphaNow

Alpha Now, previously referred to as The **Alpha Online Platform**, is a new video conferencing platform built by Alpha International that provides churches and guests with a unique online Alpha experience. The platform is completely free of charge, the host can broadcast themselves

to all guests as well as broadcast the Alpha video in high-definition, and guests can select a lower data mode or audio-only mode to reduce data consumption. Other features include video conferencing, chat, and breakout rooms for prayer and ministry. ■

2022 Plans



Youth

- Throughout the region in 2022, we want to reach 50,000 young people by serving and equipping churches & organisations as they create spaces for conversation for young people to explore life, faith and meaning through Alpha.
- In order to reach this next generation, we want to increase the number of Alphas being hosted and run by teenagers and young adults equipping and empowering them to reach their friends through Alpha. Plans include hosting Alpha Youth Ministry Gatherings in 2022 to serve youth leaders as they minister to Gen Z, running Youth Come & See events hosted by Youth Pastors as we equip more leaders with the tool of Alpha, continuing to foster a cohort of youth leaders from different contexts and denominations across the region.

Launch Alpha Now

- Alpha Now will be launched in early 2022 in South Africa and Kenya. Alpha Now provides the opportunity for anyone to host an Alpha with their friends anywhere in the world. Alpha Now will be communicated as a tool that any church can use to reach people outside the church.

Launch of the Alpha Film Series updated in English:

- The Alpha Film Series has been updated with added discussion breaks and new street interviews filmed in South Africa. The discussion breaks within the episodes tailor the content to suit guests better, allowing groups to pause, discuss and digest the content, rather than waiting for the episode to finish.

STORIES

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When I asked the Holy Spirit at that point, 'I'm empty now, I cannot do this anymore. I need you, the feeling, the presence that I got at that Alpha meeting' I needed that at that point. I just said that I surrender. When I did that, I felt the Holy Spirit come. The realness of the Holy Spirit and the touch of God, and the sacrifice that Jesus made for us, I just want to go out and tell people - this is the way, there's no other way. This is the way."

Sheena-Lee, Alpha Guest, South Africa

*Through **Alpha**, I learnt how to pray. I learned about prayer as being so important; a way to communicate to God. Today my relationship with God has deepened and I feel blessed because I know how to communicate with him."*

Patience, Alpha Guest, Uganda

"We had a lovely, quiet presence of the spirit in the group and a real openness of people to God, to the infilling of the Holy Spirit. The Lord spoke powerfully through pictures to individuals."

Cheryl, Alpha Online Host, South Africa – commenting after the Holy Spirit morning

I did not know anything about Christ. I had no faith but now I am transformed. I proclaim His name and I preach His name. I can pray. I can read the Bible. I have my Alpha manual. The talk 'Why did Jesus die?' meant all to me. Don't underrate Jesus Christ – take Him as your Lord."

Alpha Guest, Zimbabwe

STORIES

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**THANK YOU
FOR ALL YOUR SUPPORT TO ALPHA.**

For more information, please don't hesitate to contact us.

Nel van der Walt | Nel@alpha.org | +2784 855 2295 | southafrica.alpha.org/give

Kingston Ogango | kingston.ogango@alpha.org | +254 722 663117 | alpha.ke/give

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