

# Alpha Sub-Saharan Africa

Annual Review  
2022



Alpha

## THE HEART OF ALPHA

Alpha exists to serve churches, equipping and inspiring them to share the gospel. Alpha provides high-quality, relevant resources, including the Alpha Film Series, Alpha Youth Series, 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.

Alpha's mission is to equip the church to help people discover and develop a relationship with Jesus. Led by volunteers, Alpha mobilises congregations for mission and develops 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.



We heard about the Alpha course that was starting and we decided we would go and see what it was all about. There we met the most amazing people and grew in fellowship with our group. It felt as if God had handpicked each of us to be in each other's lives. Through Alpha I felt my relationship with Christ grow and become much more personal. The time spent at Alpha quickly became the highlight of my week.

- Erin, Alpha Guest, South Africa





## ALPHA SUB-SAHARAN AFRICA IN 2022

In Sub-Saharan Africa in 2022 an estimated **123,833 people** were welcomed into safe, non-judgmental spaces to explore the Christian faith through Alpha!

In 2022 it was encouraging how churches gained momentum again, many people returning to church after the previous two years, and this sparked a lot of interest in Alpha from church and ministry leaders. It is evident that leaders are seeking creative and effective ways to evangelise that can transform the culture of their church.

Alpha's key focus during 2022 was on youth, with our goal met through **reaching an estimated 64,955 young people** in the Sub-Saharan African region. Continued digital development, launching of two new Alpha products, and strategic church engagement were also important priorities.

### 2022 IN NUMBERS: Sub-Saharan Africa

South Africa | Kenya | ▲% Growth from 2021



**1 759** ▲28%

434 | 881

Churches & organisations hosted Alpha



**2 873** ▲50.5%

825 | 1518

Alpha courses hosted



**64 955** ▲52%

10 074 | 48 580

Estimated YOUTH participants



**123 833** ▲89%

24 227 | 77 838

Estimated total participants

# ALPHA STORIES

‘After attending the Alpha course online, I would like you to know how much my faith in Jesus has grown. The most beneficial episode was the infilling of the Holy Spirit - this has impacted my life like never before. Another challenge from the course was the episode ‘How can I make the best of the rest of my life?’ - this has taught me the value of being authentic, when the mask I wear is dropped and I am myself, also to maintain my spiritual enthusiasm, supporting and praying for others, and to remember that Jesus never said that our lives would be easy when we follow him.’

– Maryan, Alpha Guest, South Africa



## Alpha in a restaurant - SOUTH AFRICA

Christ Church Kenilworth in Cape Town started running Alpha at Bootlegger, a restaurant near them, offering burgers and drinks and a non-threatening environment for non-church goers. Since starting this Bootlegger Alpha in October 2021, they’ve run four Alphas, with 275 guests attending, resulting in six new active small groups as part of their church. They ended their last Alpha with ‘What about the church?’ based at the church, instead of Bootlegger, to make the transition into the church easier, which has been a great success. The church has three Alphas and an Alpha Youth planned for 2023.

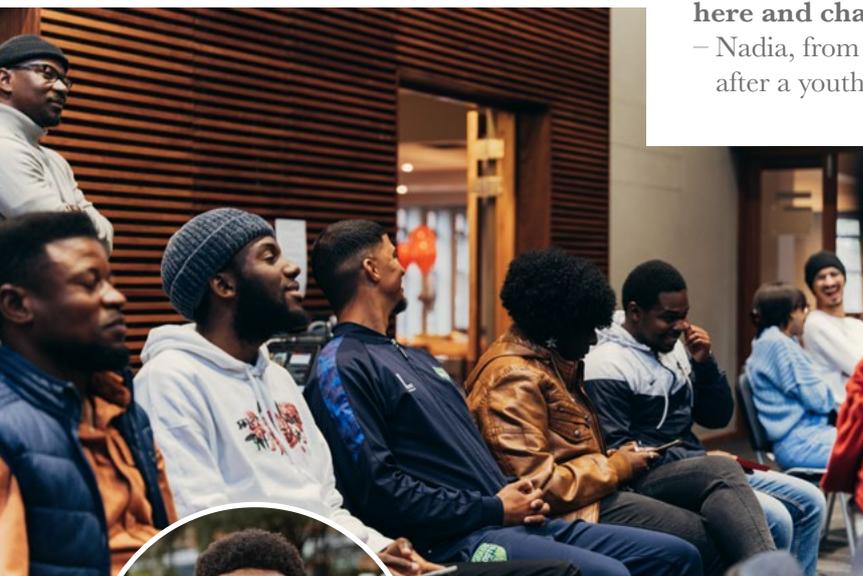


‘We must be known for walking alongside the Church. Not in front of it.’

– Luxolo Kentane, National Director, Alpha South Africa

‘Today was refreshing. It is good to see people coming from different races, cultures and denominations under the banner of Jesus and find out, how do we engage and reach our young people, how do we equip them to go out here and change their communities.’

– Nadia, from Hillsong Braamfontein, commented after a youth leaders’ breakfast



‘I did Alpha when I was younger and now to interact and hear how we can be equipped to go out here, because Alpha has impacted my life now, I can go introduce it to another person who can be impacted.’

– Karabo, from New Covenant Bryanston, commented after a youth leaders’ breakfast

# YOUTH



## Youth Leader Link Ups - SOUTH AFRICA

In South Africa a new series of youth ministry leader networking and support events were launched. The youth leader link ups focused on inspiring and encouraging youth leaders in how to effectively connect and attract Gen Z to Alpha. These events took place around the country – Johannesburg, Pretoria, Durban – and were hosted in partnership with key churches in each of those cities.

The team in South Africa embarked on a cross country city rally, dubbed the **AlphaYouth100**, at the beginning of the third quarter of 2022 to engage with youth groups from all around SA in a conversation about evangelism. These Alpha youth events were held in Gqeberha, Cape Town, Knysna, Mossel Bay, George and Johannesburg over the space of 6 weeks, with over 300 people attending.

At each of these events, the churches in attendance were charged to run 10 Alpha's for Youth, not only by themselves, but by getting the young people in their youth to run Alpha for Youth in their schools and with their friends. Following the events, 'How to run Alpha' online training events were held weekly for 6 weeks. And one-to-one coaching sessions were also offered, providing support to all youth pastors.

The AlphaYouth100 campaign resulted in 114 Youth Alphas registered to run July – October. Over 500 youth leaders were inspired and trained in South Africa and 372 Alpha Youth courses were run throughout the year.



“Today was eye opening, it shows the amount of work that lies ahead of us but again it made me realize that I am not alone. I have other youth leaders and Alpha to help me be a good leader to my youth.” – Busi, from Mmuso Church, who attended the youth leaders’ breakfast in Johannesburg commented afterwards.

# YOUTH

## Youth Roundtable - KENYA

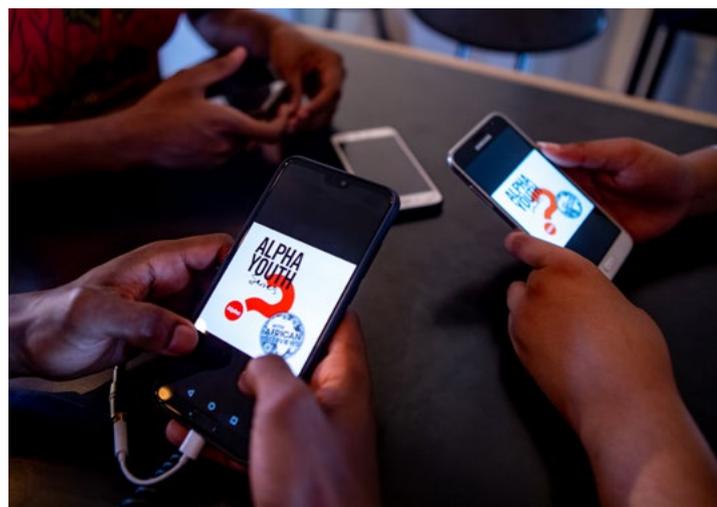


In May 2022, the first ever Alpha Youth Round table event was held in Kenya.

This youth engagement venture created space for teens and leaders to be brought together, to listen and learn from each other, and to identify the gaps in evangelism. Discussions were held around the Church's opportunities to evangelize to the next generation effectively. 169 youth pastors, leaders and workers, and teenagers gathered.

From discussion during the Alpha Youth Roundtable event, it was clear that peer-to-peer evangelism is one of the most effective methods. Kenya's youth team is focusing more intently on methods of equipping teens to run Alpha such as Alpha-for-5.

Alpha-for-5 is an initiative aimed at ex-candidates and day scholars in schools where teens get together with 4 of their friends and participate in Alpha using headphone splitters. Youth pastors in churches are encouraged to sign up to receive splitters for their teens to use with their friends.



# SOUTH AFRICA

## Church Engagement

The team have been very intentional about building strategic relationships - working with key churches, initiating, and developing trusted relationships and supporting church leaders with the aim to maximize their potential for introducing other new churches to Alpha. Since the middle of 2021, the team have had **297 engagements with 121 strategic churches**. Doors keep opening through these meetings, such as the invitation to envision 70 pastors about Alpha at a breakfast event in August, an invitation to speak at Oi2022, Every Nation Southern Africa's evangelism conference, and an invitation to present Alpha to the Association of Catholic Tertiary Students in Durban.



## Growing Partnerships

Alpha SA has a growing relationship with a number of organisations. For example, Hope Africa, an NGO in Phillipi, Cape Town, who work to bring healing and growth to people in their area. They work with over 100 pastors who work in some of the toughest places in Cape Town. Representatives from Hope Africa attended the Alpha Pastors' Connect breakfast and after the event, they invited us to meet other pastors at their Hope Africa Leadership Conference. The team envisioned 40 pastors and leaders.

From this, Alpha was invited to train 20 of their young leaders the following week. The team were very encouraged by the open doors, the presence of the Holy Spirit and the relationships built throughout this time.

# KENYA



## Regional Approach to Training

Alpha Kenya had a clear and focused approach to reaching churches across Kenya during 2022. The team worked in, and visited, five main regions: Nairobi Region, Coastal Region, Rift Valley Region, Western Region and Nyanza Region. The training and church engagement was strategic and very effective, as evidenced by the tremendous growth in the number of Alpha courses run in Kenya in 2022. Some regions were visited twice during the year and the invitations for training and follow-up visits came pouring in.

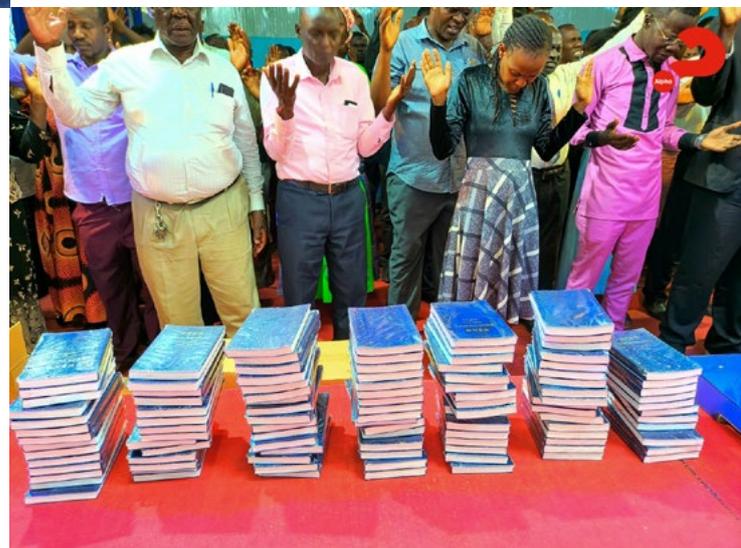
After one training event the team were honoured by the invitation to plant Alpha trees to mark the unity of believers and church leaders from different denominations. In the words of the host Pastor, "Alpha has brought us together to strengthen our fellowship and network in this region as we continue to fulfil the great commission."

Alpha Kenya has had **4163 individuals from 1552 churches & organisations** attend Alpha trainings, envisioning meetings, and Alpha experience events in 2022.

## Alpha Swahili Train

497 Alpha in Swahili courses have been registered using the new Swahili Alpha Film series since its launch in 2021.

Alpha Swahili Train is a church engagement process where the Alpha team and volunteers moved from one church to another, encouraging and training the churches to run Alpha in Swahili. This process started from the launch in September 2021 and continued throughout 2022. The campaign helped bring awareness of the new Alpha resources in Swahili. Events were held around Kenya throughout the year.



**Kisumu Town strategic church leaders receive bibles after training**

# KENYA

## Bible Distribution Project

Funding was received for Swahili Bibles to be purchased and distributed at these Alpha Swahili Train events. This opportunity to distribute 3478 Swahili Bibles was a critical component to not only advance the gospel, but also disciple men and women in their newfound faith across Kenya. It is our belief that as men and women engage in God's Word in their own heart language their faith will be strengthened, and they will go on to share their faith with others.



Biblica partnered with Alpha to provide Reach for Life Bibles for distribution to youth. As with the Swahili Bibles, these Reach for Life Bibles were distributed at Alpha trainings and envisionings, particularly at youth events, campuses and schools. 2520 Reach for Life Bibles were distributed during 2022.

There is wonderful feeling of good will that has developed towards the team and Alpha because of the gifts of the Bibles and the Alpha training. It has really paved the way for strengthened relationships and invitations to visit new regions. The team also believe that gifting Bibles has promoted a sense of generosity in church spaces in Kenya.

# CONFERENCES



## Leadership Conference '22

It was wonderful to have an estimated 150,000 people from 189 countries tune in online or gather in one of 1400 host churches worldwide to experience LC22.

South Africa had 50 churches host gatherings to experience LC22.

Alpha Kenya hosted 102 Pastors and Church Leaders in CITAM Valley Road for Leadership Conference 2022.



## Alpha Conference: Impact 2022 - NIGERIA

Impact 2022 was a 3- hour tightly packed conference for church leaders, youth pastors, campus and youth ministry leaders and every believer interested in empowering the next generation.

The event comprised of an amazing number of guest speakers who spoke on the theme Repositioned to Thrive to restore hope by inspiring Nigerians, especially young people, to believe that a better society is possible.

The event also witnessed the launch in Nigeria of our newest product - Alpha Film Series with Discussion Breaks.

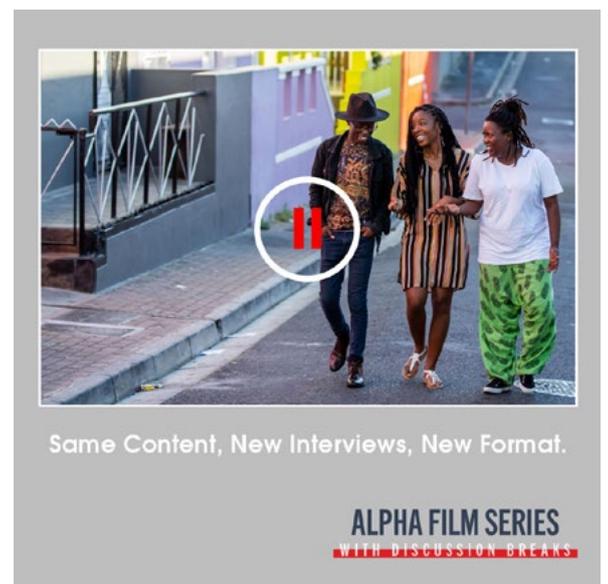
The conference was held in October 2022 at the Cathedral Church of Christ Hall, attended by 800 participants, in-person and online.

# LAUNCH OF NEW ALPHA PRODUCTS

## Alpha Film Series Updates

The Alpha Film Series has been updated with added discussion breaks and new street interviews filmed in English in South Africa. This product was launched in Kenya, South Africa and Nigeria and is available online for all to use within the Sub-Saharan African region. Since its launch in July, 95 courses ran using this new product in SA, and 167 in Kenya.

[Watch the trailer for Alpha Film Series- Discussion Breaks here](#)



## AlphaNow

AlphaNow is the custom-built video conferencing platform, tailor-made for running Alphas online. The interface is easy to navigate for key functions such as video conferencing, chat and breakout rooms, and is available via web browser or mobile app. In the second half of 2022 26 courses ran Alpha using AlphaNow in SA, and 35 in Kenya.

## AlphaNow



# LOOKING FORWARD... 2023 PRIORITIES

At Alpha, our primary aim is always to equip churches and leaders across the globe with excellent resources and training so that they can respond to the ever-changing needs of their communities and engage non-Christians with the gospel. We want everyone to have the opportunity to explore a personal relationship with Jesus for free.

**This year, in the Sub-Saharan African region we aim to support churches, organizations, and individuals to run 3,500 Alpha courses, reaching 120,000 participants.**



Nicky Gumbel, Pioneer of Alpha, is dedicating the next season of his ministry to Alpha. He brings a strong vision that Alpha should play its part, alongside other ministries, to share the gospel with the entire world by 2033, when we celebrate 2,000 years since the resurrection of Christ. With Nicky joining and Alpha now available online for anyone, anywhere, this is a unique moment. We anticipate a new season of growth as the Church builds out of the Covid-19 pandemic.



## In the Sub-Saharan African region Alpha is strategically focusing on the following four key priorities:



**YOUTH** Continued focus on reaching young people and encouraging and supporting churches to run Alpha Youth courses, with the goal of 60% of the Alphas being run for Youth in the region. Using similar strategies to 2022- Alpha Youth Marathon, Alpha Campus Train, Alpha for Five, Alpha Youth 100, and training events throughout the region.

**PRODUCT & RESOURCES** The successful launches of Alpha in Swahili in 2021, and the Alpha Film Series with Discussion Breaks (including English street interviews filmed in Africa) in 2022, have confirmed the value of localised and contextualised Alpha products. Therefore in 2023 we plan to produce Alpha African Voices videos - local speakers using the Nicky Gumbel scripts with the aim of making them more friendly for the local context.



**SIGNIFICANT REGIONAL GROWTH** Alpha in South Africa and Kenya, as well as Nigeria, has grown and increased in the past three years and the team feel strongly that the time has come to widen the focus to other countries in Africa. Many more churches and organisations around the continent who don't have Alpha offices in their countries, will be equipped and supported to run Alpha during 2023. This will be done through intentional focus and development of Alpha in Uganda, Tanzania and Ethiopia; appointing two new regional roles; strengthening partnerships with organisations across Africa; and increasing our regional social media presence and improving our regional Alpha website.

**DIGITAL ENGAGEMENT** Re-imagine and improve Alpha's digital offering to churches and organisations to allow easy accessibility to Alpha's materials and better data analytics. An excellent, low-data, simple entry point is needed for the Alpha platform so that leaders can register their Alpha and access what they need quickly. We will be working on simplifying the MyAlpha platform and integrating WhatsApp and Salesforce (our CRM system). The Alpha websites will be revamped to expand our digital footprint and to better express the vision, mission, and values of Alpha.



# 4 REGIONAL PRIORITIES

# ALPHA STORIES

Sarah lives in a rural coastal region of Kenya. She attended Alpha Za Filamu and felt that it helped her open her heart to people. She was so impacted that she later attended training with the Alpha Kenya team on one of their trips to her area. After the training, Sarah began running Alpha with young people, walking to surrounding community groups to meet with them.

**Watch Sarah's story**



**Watch Simon's story**

In his mid-twenties Simon was living in Johannesburg, working in the marketing industry and battling an addiction to drugs. After an argument, his girlfriend happened to drive past a church that was about to start an Alpha course. With a desire to help him, and as a last resort, his girlfriend (now wife) invited him to join her on Alpha.

During Alpha, Simon encountered Jesus and his life was radically transformed. Now in his thirties, Simon has run countless Alphas in schools around Johannesburg, and is the pastor of a new church plant in Jozi-East.

**'Alpha has been absolute gold in being evangelistic. I've found in my own experience, it's so much easier to speak to someone, and to invite them to Alpha, just like I was.'**

*'Do you have questions about life and faith?' -Yes*

*'Do you like food?' -Yes*

*'Here's the date, here's the time, pull in!'*

**It's just easy to connect people to and even people who've been in the church for a very short time, to eat with them, to invite friends. I'm a huge supporter, lover and ambassador of Alpha; it completely changed everything about my life, it has been part of my ministry and will always be part of my ministry.'**

**'What I was expecting during that time, was because Alpha gives an opportunity to process questions and go through things, I thought by the end of it I would be able to be on a firm foundation and boldly declare why I'm not a Christian. What I didn't expect was for Jesus to really resonate with something deep inside of me and for a new life to begin.'**

**- Simon Chittenden, Pastor, GodFirst Jozi East, South Africa**

**'When you are grieving, there are many questions you ask yourself as a Christian. After the loss of my brother early 2019, I had countless questions that brought in an attitude towards God, the Bible, and Christianity as a whole. Why take him at such a young age? What mistake did my family make to deserve such punishment? Why did I feel so alone, yet we are told He is the comforter?'**

**'It was around this time that I had the opportunity to experience Alpha during a church program, Master's Commission.'**

**'I was hesitant at first. It seemed to me like the same old narrative we are told about how Jesus loves us regardless of what [happens], and we ought to keep the faith. With time, I slowly became more open and vulnerable spiritually throughout the sessions. I stopped looking at it with such face value.'**

**'Not only did I unlearn, but also learned. Who Jesus really is and why He died for me. Learned about grace and mercy and what faith really entailed. Letting go and letting God; that is how I can put it. During this time, my relationships also changed. I met people who really helped me grow emotionally and mentally too. These relationships are still intact until today even with everything life brings forth.'**

**'I am still learning about what having faith means and what the grace mercy and love we are shown by God through Jesus entails, but Alpha was and still is a guide, for it changed my perspective about life and inspired me.'**

**- Faith, Alpha Guest, Kenya**

# FUNDING THE VISION



Alpha's operations are entirely funded by voluntary donations from individual donors, trusts and foundations, and some churches so that we can offer free, accessible, relevant resources, training, and coaching 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, 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, our banking details are:**

**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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