

# Alpha for Everyone

THE CAMPAIGN  
FOR ALPHA



# Dear Friend,

**Over the last 30 years, 30 million people have experienced Alpha, and we continue to hear many beautiful stories of lives transformed.** I've been especially encouraged to see how 'Generation Alpha' are engaging with the Alpha Youth Series in new ways, and I can only imagine the impact these young leaders will have in the future. Now also available to run online, Alpha has the reach we have never had before, and we've been amazed to see how well it works.

**People worldwide, especially the younger generations, are searching for hope and asking deep questions about identity, purpose, and belonging, questions whose answers can only truly be found in a personal relationship with Jesus Christ.**

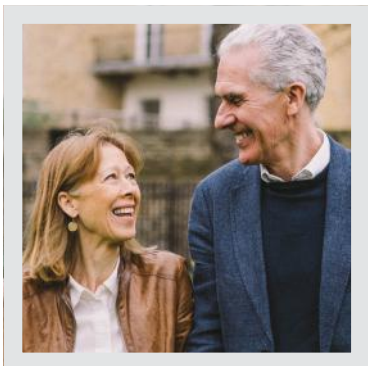
**The Alpha Film Series has played a vital role in helping people explore faith and discover Jesus.** We hope that Alpha will be as accessible as possible for different cultural contexts, and we are delighted to have many translation and contextualization projects already underway. Furthermore, the impact of Alpha's ministry also stretches beyond the Alpha course alone, through Bible in One Year, The Marriage Courses, and The Leadership Conference. We now have over 1.5 million people from more than 100 countries engaging with the Bible in One Year as a daily devotional. In 2022, The Leadership Conference reached 100,000 people in over 150 countries!

**We are thankful for all that God has done through the work of Alpha and look forward to all that is to come as we develop new ways to reach those who don't yet know Jesus.**

The Great Commission (Matthew 28:19) encourages us “to go and make disciples of all nations.” Pippa and I are excited to be dedicating the next season of our ministry to supporting the work of Alpha around the world. 2033 will be 2,000 years since the resurrection of Christ. Over the next decade, Alpha will play a significant part, working alongside other organizations, in making Jesus Christ known to everyone on the planet.

Now is the time to press on further. **Our 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 this 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 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 support, which help to make all this possible.**



With very best wishes,  
Nicky Gumbel

A handwritten signature in black ink that reads "Nicky Gumbel". The signature is written in a cursive, flowing style.

Chairman of Alpha International



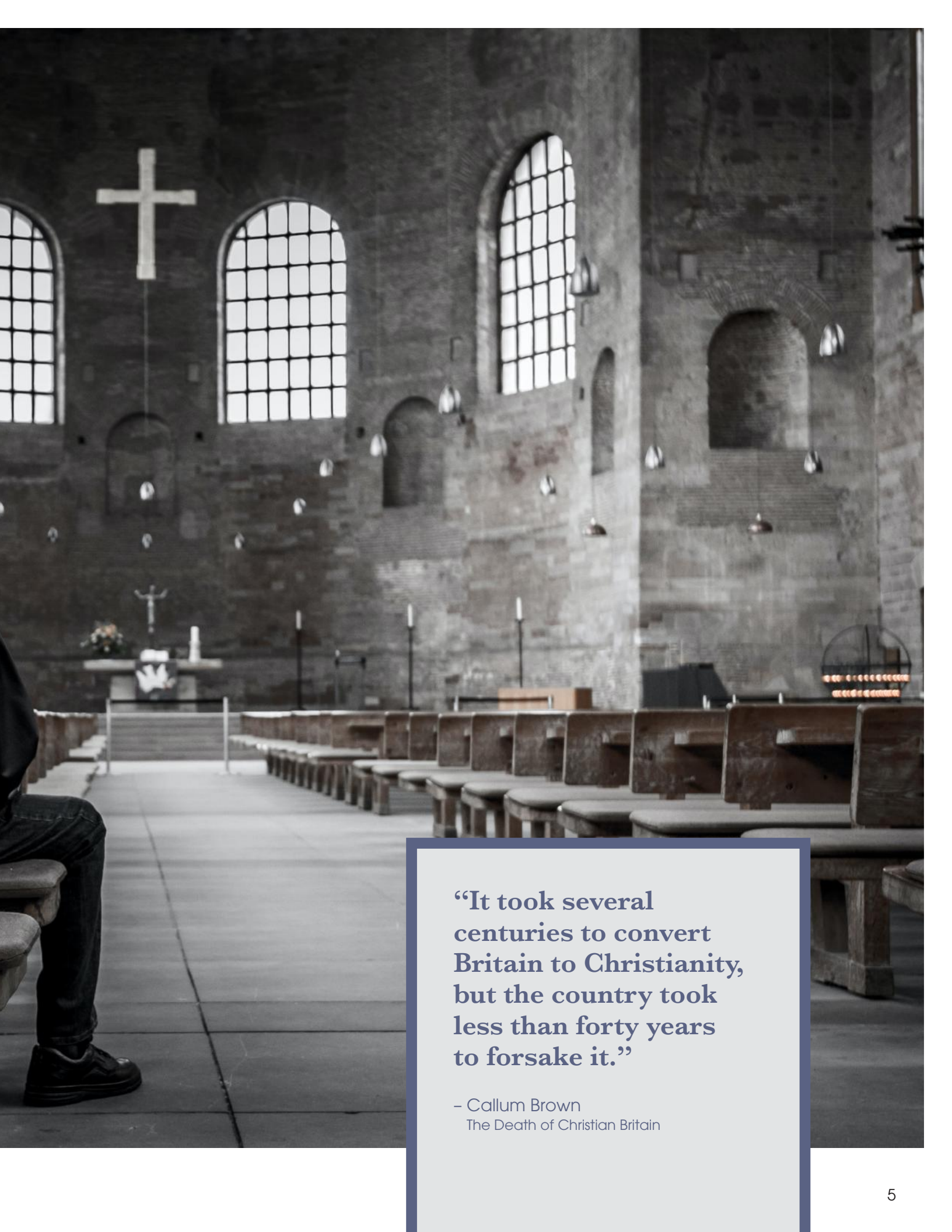


# CHRISTIANITY AT A CROSSROADS

Bad news saturates the news cycle. It comes at us from every corner of the world. More connected than any generation in history, we are witnessing increasing isolation. Many people are living without hope or purpose. Younger generations face uncertain futures and struggle to understand the complexity and complacency they see around them.

**The church appears to be following the world. For many churches, especially in the UK, the USA and much of the West, the challenges are revitalization and sometimes survival.**

In a 2017 survey of teenage Australians, more than half declared no religion. As of 2021, less than half of German citizens belong to any church – for the first time in the country’s history. In France, the number of people who identified as not religious rose from 16% to 40%.



**“It took several centuries to convert Britain to Christianity, but the country took less than forty years to forsake it.”**

– Callum Brown  
The Death of Christian Britain









The steep decline of Christianity in the Global North signals the evaporation of social capital born of common grace, and secular society was borrowing against it the whole time. **As European and U.S. society rejects its Christian foundations, it accelerates a personal and corporate decline in human flourishing. There is a shrinking marriage rate, a surge in addiction and suicide, the loss of the transcendent, and a new pandemic called the “loneliness epidemic.”**

In the Global South (Latin America, Asia, Africa, among many other nations), the common question is how best to seize opportunities and realize new possibilities for a flourishing church.

**Against this darkening background, however, there is a rising point of light.**

**We believe the good news of Jesus has the power to transform neighborhoods, cities, nations, and generations – all through the transformation of individual lives.**

**We believe we are living at a decisive moment in history, the most significant opportunity to share the good news in 500 years.**

# Where is the hope?

“Isn’t there more to life than this?” asks Emma, a young professional living in London. As each year passes — none more fulfilling than the last — Emma feels more and more alone. She plucks up the courage to open up to a friend who invites her to Alpha Online. Despite her nerves, she joins in and even keeps her camera on.

Emma is shocked by how comfortable she feels. The fellowship is genuine, and the laughter is authentic. She begins reading the Bible each night which brings her such an overwhelming sense of happiness. Two weeks later, alone in her apartment, she joyfully prays to receive Jesus.

**Alpha’s passion is that everyone, everywhere, should have the opportunity to discover Jesus in a way that is respectful, relevant, and rooted in community.**

**The antidote to the sickness of isolation that smothers our souls is the introduction of God’s love through His son Jesus.**

**He is the only personal and corporate cure.**

**In April 2023, Nicky Gumbel stood on a hill overlooking Jerusalem and preached a sermon on Easter Sunday. He spoke of a united effort among outreach-focused organizations to reach and engage a billion or more people with the Gospel over the following decade.**

**Exactly ten years later, Easter 2033 will mark 2,000 years after Jesus’ resurrection – and by that date, Alpha has committed to do its part to reach more than 100 million people with an invitation to come to know Jesus.**

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**Alpha will work shoulder-to-shoulder with other organizations to reach this remarkable goal. Given the 30 million people we’ve been able to reach in our first thirty years, we understand what scaling is and what it requires.**





**We believe this distinctive moment can see the gospel advance further and faster. We want to respond to the opportunity and accelerate our mission; from a 'research and development' phase into full-scale implementation.**

# Revitalizing the Church

Martha is a typical fourteen-year-old Brazilian teen. Her life is filled with school, clubs, make-up, social media, and parties — everyday things in a teen’s life. But it’s shallow; she’s lonely, and she feels abandoned.

A girlfriend invites her to an Alpha meeting at her local church hall. As she enters, she’s overwhelmed with nervousness — but feels she has nothing to lose. The smiles that greet her feel genuine, and no one looks down on her (even though she’s one of the youngest people there).

Looking back, she knows it’s when she began to see her life in a completely different light. It’s when she started the journey of meeting Jesus — her best Friend... the only Friend she’ll ever truly need. **Martha says Alpha is the best thing that ever happened to her.**

**“We think every person in the world should have the opportunity to ask the questions they have about life... and, in that process, to encounter Jesus. This is what Alpha does. We do it individually. And we do it globally.”**

– Nick Perryman,  
CEO Alpha International





**Alpha started in 1977 as a new members' group at Holy Trinity Brompton, an Anglican church in central London. In 1990, Alpha was repositioned for those outside the Church too, in the words of pioneer Nicky Gumbel, "help people see that the meaning and purpose of our lives is found in a relationship with God through Jesus Christ."**



**Alpha became a new “wineskin” of evangelism.** The 11-week Alpha course was built on hospitality (food and welcome), a short film and discussion in a small group.

Alpha allowed people to share their thoughts, ask questions and objections and discuss them in a friendly, non-threatening, non-judgmental small group environment. And to meet Jesus.

The course created space and time to encounter Jesus and for the Holy Spirit to move. After a weekend or day away near the end of the 11 weeks, many guests made a commitment to Christ.





**Each week 23,000 people begin searching for answers to life's big questions by participating in Alpha.**

The Alpha experience may be found across



**140 Countries**



**170 Languages**

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**In one year, 1,200,000 people around the world participate in Alpha.**

Last year in just the U.S.



**Over 11,000 Alpha courses were held in 6,000 churches and ministries**



**Over 470,000 participants**



**35% of all Alphas run are Alpha Youth courses**

**When Covid hit, Alpha pivoted to Zoom small-group meetings, using the same elements it always does. Online there was Alpha's relatable teaching, intentional space for authentic dialogue, and the warm hospitality and loving interactions that characterize it.**

# Alpha for Everyone



“2033 is the two thousandth anniversary of the resurrection of Jesus and the great commission to go and make disciples of all nations. We want to focus on that, and we would like to make Alpha available to everyone on the planet!”

– Nicky and Pippa Gumbel



**This is a decisive moment in history. In a world more connected than ever before, Alpha is well placed to give everyone, everywhere, the opportunity to discover Jesus in a way that is respectful, relevant, and rooted in community.**

Alpha seeks to raise more than \$300 million in gifts and pledges in the next five years through a Global Campaign. We believe this investment will place us on the trajectory required to achieve our vision of **making the Gospel accessible to 6.2 billion people and introducing Jesus to 100 million people by the end of 2033.**

With the support of Alpha International and Alpha USA boards, investment of time, energy, and resources will be made into five growth drivers. **These will enable us to move from an organic model of growth to scale intentionally, allowing millions more to encounter the love of God.**

## **1 Alpha in context**

New content and contextualized materials

## **2 Alpha support worldwide**

Strengthening regional and national ministry teams

## **3 Alpha in the virtual frontier**

Expanding our digital footprint

## **4 Alpha for every generation**

A focus on the world's youth

## **5 Prayer at the heart of Alpha**

A robust global dependence on prayer



# 1 Alpha in context

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

We celebrate global diversity, and we want to be culturally sensitive by not only accelerating the translation of our core offerings (Alpha Film Series, the Alpha Youth Series, The Marriages Courses, and the Bible in one Year) but also customizing and contextualizing them so that they speak to Alpha guests in a personal and powerful way.

We want to go beyond 'subbing and dubbing' a Western product. **We have planned an ambitious expansion of our contextualization strategy. This approach is supported by pedagogy, consumer marketing, and cross-cultural psychology research.**

We have invitations to translate in Asia, Africa, and Latin America. We will aggressively expand our translation and contextualization strategy to meet the need, rapidly expanding the number of languages where Alpha can be accessible.

Communities in the Global South will see the most significant surge in lives coming to Jesus, so we prioritized the Alpha production in Mandarin. China, India, and Indonesia were our first focus because we know that explosive growth will come from Asia.





## Goals

Expand our translation efforts to make Alpha available to 6.2 billion people in their mother tongue.

Create 75 contextualized Alpha Film Series products, including 55 Alpha Youth Film Series.



## 2 Alpha support worldwide

Alpha's regional and national teams are like arteries, carrying life-giving blood to every part of the body. Seven strategic regional teams support 45 registered country offices and over 200,000 volunteers running Alpha with 27,500 churches and organizations in 130 countries. Alpha works across N America, Europe and the UK, the Middle East and North Africa, Sub-Saharan Africa, and Latin America. Much of Alpha's impact is already in non-English-speaking nations.

This extensive global network provides a powerful platform for growth. **Our local staff leverage relationships with local church leaders, which, in turn, unlocks a considerable volunteer base.** Sometimes just one relationship with one church leader can unlock an entire region open to using Alpha as a tool for evangelism.

Transformational leadership makes a significant difference in organizational performance. It provides a compelling vision, intellectually stimulates followers, sets challenging goals and expectations, and creates enthusiasm and energy. **We will invest heavily in increasing our leadership capacity, identifying, recruiting, and developing leaders in the right roles.**

While some national offices already have adequate staffing levels for success, many do not. Over the next five years, Alpha will focus on recruiting and developing leaders in Brazil, India, China, Indonesia, the Philippines, Kenya, Italy, and Germany. **We aim to build and strengthen our regional and national teams with the tools, technology, training, and support, making it possible to dramatically expand our network of partners running Alpha all over the world.**





## Goals

Equip 150,000 churches and one million volunteers for evangelism in their cultural context each year between now and 2033.



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## Alpha in the virtual frontier

It was the Roman roads that first carried the Gospel around the Mediterranean. Satellite-enabled digital technology are today's Roman roads, paving the way for Alpha's global plan. **We have begun harnessing the power of digital to distribute content and run courses online via our MyAlpha and AlphaNow platforms. And this is only the beginning.**

**We are developing an Alpha guest app that will enhance the overall experience of the Alpha course.** The app will be user-friendly and provide additional resources for discipleship. It will also offer augmented reality features to explore new opportunities within the Metaverse.

Our digital Alpha platform offers advanced course management tools for organizers. **As we expand our digital capabilities, we will also develop digital expertise at a country level to assist all Alpha users and guests worldwide.**





## Goals

Exceed five million downloads of the Alpha Guest App by the end of 2033 and serve 150,000 churches worldwide with our digital platforms.





## 4 Alpha for every generation

Upcoming generations are more open-minded when it comes to spirituality. **At Alpha, the clear presentation of the gospel coupled with pressure-free, open-ended conversation is a format that's well suited to engaging young people.**

By focusing on and investing in youth, we can play our part in transforming perceptions of the church and helping millions of young people to discover and develop a relationship with Jesus.

Alpha for Youth is critical to the success of our mission. Already over 35% of Alpha's courses are for youth. The offering lifecycle for the Alpha Youth Series is the shortest at three to five years because youth-related trends change fastest. Because of this, **we will fully produce two new series between now and 2033 while simultaneously investing in digital and tactical content to address ongoing youth needs.**





## Goals

Contextualize our Youth projects putting Alpha in the heart language of 1.6 billion young people under 24.

Engage eight million young people with Alpha Youth by 2033.



## 5 Prayer at the heart of Alpha

**Prayer is not everything, but everything is nothing without prayer because no human effort can compare to the manifest presence of Christ.** Alpha's ministry model holds power because it is centered around an encounter with Christ. We teach and emphasize an encounter with Christ when we train churches to run Alpha, and this particularly applies to ministry in the power of the Holy Spirit.

**Alpha will train prayer champions across every major region within five years and equip them to shepherd the global Alpha family in prayer.** We will produce contextualized prayer resources for those running Alpha, especially with young people.

**This moment of opportunity for the church can only be realized through a movement of prayer and a dependence on the Holy Spirit.** As we look forward to the anniversary of the resurrection, we are seeing Christians come together across borders, traditions, and denominations with a vision to share the good news of Jesus Christ with the world.





## Goals

Train prayer champions across every major region within five years and equip them to shepherd the global Alpha family in prayer.

# ALPHA'S CAMPAIGN GOALS

Alpha has set the goal of raising \$400 million in gifts and pledges through a Global Campaign. Over the next five years, we plan to invest \$309 million in developing our global ministry, particularly the five growth drivers. Additionally, we will continue investing in our global church engagement strategy as a catalyst for Church, course, and participant numbers and developing essential global functions to support and sustain growth, such as fundraising, global leadership & governance, operations, and administration.

## Fundraising Campaign - Resources to Raise Resources

The next five years will see an unprecedented commitment to supporting, through fundraising, the creation, and delivery of the people and programs contemplated in this campaign. Alpha will not “charge for the gospel.” Philanthropy by significant investors and foundations and countless thousands’ freewill offerings will be essential to successful fundraising in the U.K., the U.S., and globally.

*All financial figures shown are in US dollars (USD)*

<b>BUDGET PROJECTION (2023-2027)</b>						
	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>5 Year Total</b>
	<b>\$'000</b>	<b>\$'000</b>	<b>\$'000</b>	<b>\$'000</b>	<b>\$'000</b>	<b>\$'000</b>
<b>New Content and Contextualized Materials</b>	15,600	21,000	11,900	8,200	13,800	<b>70,500</b>
<b>Regional and National Teams</b>	20,400	21,300	25,200	30,400	36,900	<b>134,200</b>
<b>Digital Footprint</b>	5,000	6,100	7,500	8,700	9,500	<b>36,800</b>
<b>The World's Youth</b>	1,100	1,900	2,100	3,100	3,800	<b>12,000</b>
<b>Global Prayer</b>	200	400	400	500	600	<b>2,100</b>
<b>Church Engagement and Marketing</b>	3,800	6,400	7,300	8,800	10,700	<b>37,000</b>
<b>Fundraising Campaign</b>	2,900	3,200	3,000	3,300	3,700	<b>16,100</b>
<b>TOTAL</b>	<b>49,900</b>	<b>60,300</b>	<b>57,400</b>	<b>63,000</b>	<b>79,000</b>	<b>308,700</b>

*N.B.: Four year (2018-2021) average exchange rate used to convert budget from GBP to USD.*



# Alpha for everyone

## JOIN US

Our vision for this campaign, for what may be accomplished through it, is that no one is left out or left behind. That everyone on the planet can discover Jesus and be transformed by the Holy Spirit, which in turn will revitalize the church and transform society.

Could God be using the actions and work of Alpha to make the Gospel available to 6.2 billion people in their mother tongue and invite 100 million people to embrace a relationship with Jesus through Alpha by 2033?

That year will mark 2,000 years since the death and resurrection of Jesus. Between now and that grand celebration, Alpha aims to play a significant part, working alongside other organizations, in making Jesus Christ known to everyone on the planet.

The past is a prelude. The best is yet to come.

Alpha heeds Jesus' words that he "leaves the 99 to seek the one." We believe God loves "the one" so much that He sent Jesus for Him. We aim to repeatedly engage "the one" around the globe so that everyone may be invited to a personal relationship with the living God.

We have developed a comprehensive, realistic strategy that will allow us to engage with 100 million people by 2033.

This is our moment.

## Will you join us?

# Alpha for everyone



Alpha International is a registered charity in England and Wales (1086179) and in Scotland (SC042906).

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

*Alpha International is governed by UK charity law and is registered with the Fundraising Regulator. We are committed to abide by the code of fundraising practise and to the fundraising promise.*

