2025

Alpha

IMPACT REPORT





OUR VISION

To inspire and serve the Canadian Church in its mission to help people discover a relationship with Jesus Christ, using Alpha.





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“SEEING HOW FAITHFUL THE LORD WAS AND HOW HE SUPPORTED AND EMPOWERED ME THROUGHOUT ALPHA TRANSFORMED MY FAITH. HE ANSWERED EVERY PRAYER IN WAYS I’D NEVER EXPECTED.”

EMILY, STUDENT LEAD, ALPHA YOUTH LEADER, NEW BRUNSWICK

A MESSAGE FROM SHAILA

A Faith That Carries Forward

In 2024, I shared how excited I was to see how God would move through Alpha in the local church in 2025, but I never expected the year we had. 2025 was astounding because of you. Because you gave, prayed, ran, volunteered, and made it possible for 170,426 people to experience Jesus on Alpha in the 7,191 Alphas run in communities across our nation.

And as I reflect on this past year, I dream of the year ahead and of the next 30, of the students who are boldly leading in their high schools today. The students you've invested in, prayed for, and believed in.

Canada will be a different place in 30 years. Today's high school students will lead our country and our churches. They will be pastors, business leaders, teachers, and parents. The faith of this generation will shape the future of our churches, communities, and nation.

What would it look like if these future leaders love Jesus deeply, serve the local church faithfully, are rooted in Scripture, and live missionally wherever God places them?

The seeds planted today by one generation become the legacy that shapes the next.

Your generosity and investment in the rising generation are already bearing fruit.

Lives are being changed now, but this is just the beginning. Imagine the abundance still to come. We see this depicted beautifully in Psalm 71:18:

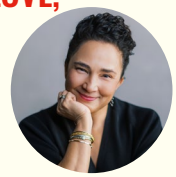
"EVEN WHEN I AM OLD AND GRAY, DO NOT FORSAKE ME, MY GOD, TILL I DECLARE YOUR POWER TO THE NEXT GENERATION, YOUR MIGHTY ACTS TO ALL WHO ARE TO COME."

This is the story we are part of together, one generation declaring the power of God to the next.

Your impact today is helping build that future, for this generation and the ones still to come.

I look forward to taking this journey with you.

LOVE,



Shaila

Shaila Visser
National Director, Alpha Canada

A MESSAGE FROM BOARD CHAIR, PAULA ROBERTS

This past year has been a powerful affirmation that God is at work in our nation. Through the dedication of local churches, volunteers and supporters, Alpha uniquely equips communities to share the hope of Jesus. We are grateful for the growing movement of invitation, hospitality and transformation taking place in communities across Canada. God is on the move, and lives are being renewed through Alpha. As a Board, we are deeply encouraged by this momentum and are filled with anticipation for all that lies ahead.

BOARD MEMBERS

Ms. Paula Roberts
Board Chair
Pastor James Fam
Father James Mallon
David Mast
Art Reimer
Paul Thompson
Pastor Sharon Witton

2025 IMPACT HIGHLIGHTS

A Rising Generation

In 2025, 3,188 Alphas for Youth ran in churches, schools, and homes nationwide. 440 of those were student-led. Across Canada, we're hearing stories of brave students uniting behind a shared vision to see an Alpha Youth running in every high school.

The Student Leadership Collective
This newly launched leadership initiative gathers Grade 10 students from local churches and parishes to discover their unique, God-given gifts and callings.

Our 2025 intake, the very first one, brought together 80 students and 40 mentors dedicated to leading within their spheres of influence.

Through the SLC, students are equipped with the tools they need to share Jesus with their peers. These brave young leaders are already stepping up, actively running Alpha and Bible studies in their high schools.

Made for This
Our high schools are filled with students asking big questions, facing seen and unseen struggles, and trying to share Jesus with their peers. Alongside them are the dedicated teachers and school staff working to support them.

In September of 2025, we launched Made for This. This movement calls churches across Canada to commit to praying for two high schools: one local and one distant.

We dream of seeing every Canadian high school covered in prayer through shared weekly prompts, uniting churches to pray for our youth and the adults who guide them.



"STUDENTS ARE CURIOUS. WHY NOT START AN ALPHA SO THEY CAN FIND WHAT THEY'RE LOOKING FOR IN THE RIGHT PLACE?"

NOELLE, STUDENT-LED ALPHA YOUTH LEADER, SLC PARTICIPANT, ALBERTA



“ALPHA BRINGS HOPE THROUGH THE GOSPEL.”

ANITA VARAN, DEPUTY WARDEN, SURREY PRETRIAL, BRITISH COLUMBIA

Alpha Thriving in the Local Church

2025 was a year truly unlike any other. Churches nationwide ran Alpha, opening their doors to welcome 170,426 guests with unmatched hospitality and love.

In the Catholic context, 390 organizations ran 889 Alphas! These parishes are actively reaching their communities, parents, and young adults, while empowering students to lead Alpha in their high schools.

The Chinese context saw similar growth with 728 courses run in 287 churches and organizations—an astounding 30.93% increase from 2024, allowing more guests to experience Alpha in their heart language.

In 2025, 72 Alpha for prisons courses were run by 44 churches, organizations, and prisons. We continue to see growth in the prison context as more churches and organizations work to reach the unreached in our nation.

This growth is fueled by bravery and leadership across every generation. From hosting conversations at the table to serving meals in the kitchen, dedicated volunteers make Alpha possible.



Alpha Canada Gathering

In 2025, we welcomed Nicky and Pippa Gumbel back to Toronto, Ontario for the Alpha Canada Gathering. Together, we leaned into a singular, daring question: Can a Nation Be Transformed?

Over three days, Nicky and Pippa shared global stories of God’s movement, offering wisdom and profound encouragement to leaders from every corner of the country.

During the Prayer and Worship night, guests from across Canada united to worship as one. God’s presence was palpable in the room and many left feeling a refreshing of the Spirit.

“DURING THE PRAYER AND WORSHIP NIGHT, THE HOLY SPIRIT MOVED INCREDIBLY IN ME. I WAS ABLE TO GIVE UP SOME THINGS I WAS HOLDING ON TO, AND IN THEIR PLACE, HE GAVE ME A NEW MISSION IN LIFE.”

MARGARET, ALPHA CANADA GATHERING GUEST, ONTARIO



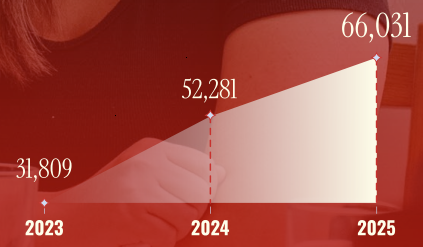
3-YEAR SNAPSHOT

Celebrating Your Year-By-Year Impact



LIVES TRANSFORMED

Individuals who began or restored a relationship with Jesus on Alpha.

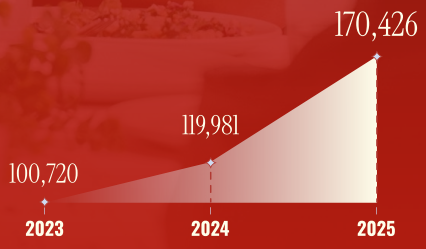


26% GROWTH SINCE 2024



GUESTS ON ALPHA

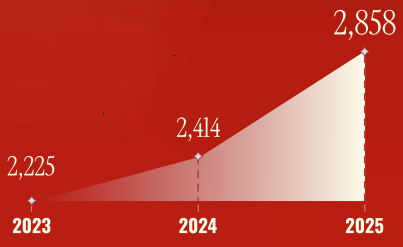
Individuals who were hosted as guests by local churches and organizations.



42% GROWTH SINCE 2024



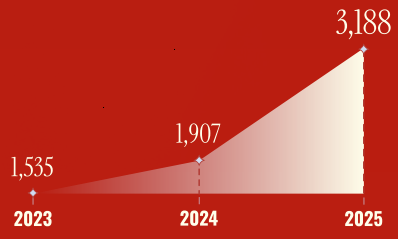
CHURCHES AND ORGANIZATIONS THAT RAN ALPHA



18% GROWTH SINCE 2024



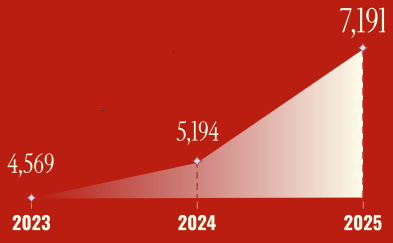
YOUTH COURSES



67% GROWTH SINCE 2024



TOTAL ALPHA COURSES



38% GROWTH SINCE 2024

“WE CAN’T IMAGINE BEING A CHURCH WITHOUT ALPHA.”

RON BAKER, PASTOR, VITALPOINT CHURCH, ONTARIO

Transformation and Hope

As we plan for the future and Alpha Canada’s continued growth, we remain focused on serving the local church well and enhancing the Alpha experience.

“SOME STUDENTS IN OUR SCHOOLS HAVE NO IDEA ABOUT GOD OR WHO HE IS, AND IF I CAN HELP OTHERS TO FIND JESUS, I WANT TO TAKE ACTION AND LET OTHERS KNOW ABOUT HOW AMAZING JESUS IS IN MY LIFE!”

CHARLOTTE, 2026 SLC STUDENT, NEW BRUNSWICK

In 2026 we are focused on stewarding the growth and momentum of the last year as we serve the Lord. With your support, we are laying the groundwork to see a nation transformed by God: churches uniting across denominations, high schools covered in prayer, and young leaders equipped to share the hope of Jesus. The Spirit is moving, and we want to move with him.

We look forward to what the Lord will do in 2027, in each context, as churches and communities run Alpha, inviting more people to the table and giving them the opportunity to meet Jesus on Alpha. We are eagerly anticipating the release of the brand new Alpha Series and witnessing how the Lord will work through it.



WHAT THE FUTURE HOLDS

Across Canada, the momentum of Alpha is growing. From classrooms and youth rooms to parishes and prisons, Canadians of all generations are finding safe, welcoming spaces to ask tough questions and explore a relationship with Jesus.

As we look ahead to the remainder of 2026 and to 2027, your ongoing support allows us to lean into innovation and training to meet this rising demand.

"AMONG GEN ALPHA CHRISTIANS IN CANADA, 71% BELIEVE IN GOD'S EXISTENCE AND THE POSSIBILITY OF A PERSONAL RELATIONSHIP WITH HIM."

ONEHOPE. (JUNE 2025). GEN ALPHA CANADA: THE NEXT GENERATION

Your Generosity at Work

Because of your partnership, we are seeing incredible momentum across diverse contexts:

- **Empowering the Rising Generation:** Youth are not just taking Alpha; they are bravely running and leading it. We are dedicated to equipping these curious young leaders as they boldly share their faith. We will continue to work towards seeing every one of the 5,000+ high schools across Canada prayed for through Made for This.
- **Growing Catholic Communities:** Parishes are cultivating a profound culture of hospitality. Guests are not only encountering Jesus but are staying to help lead future Alphas, multiplying the impact.
- **Increasing the Impact on Chinese Churches:** We are witnessing beautiful unity as Chinese churches partner together in a shared mission to introduce their communities to Jesus.
- **Reaching the Unreached in Prison:** Canadian churches are increasingly dedicated to running Alpha behind bars, sparking life-changing conversations with some of society's most often-forgotten members.
- **Serving the Church in Canada:** We continue to serve the Church to reach Canada with the Good News through new digital engagement, online and in-person training, multiplying our reach and impact through our partner church network, increasing volunteer engagement, and through our internship programs.



"FOR NEARLY THREE DECADES, ALPHA HAS NOT SIMPLY BEEN A PROGRAM IN OUR CHURCH; IT HAS BECOME A DEFINING PART OF WHO WE ARE. ITS INFLUENCE IS SEEN IN LIVES CONTINUALLY RENEWED, LEADERS RAISED, AND OUR CHURCH CULTURE SHAPED TOWARD GOD'S MISSION."

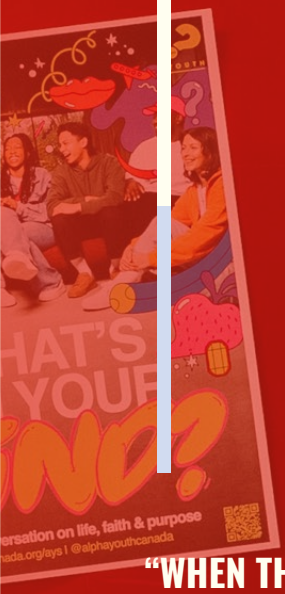
REV. DAVID TIN, LEAD PASTOR OF RHENISH CHURCH OF CANADA (DEAN OF CENTRAL TORONTO OF ELCIC), ONTARIO

Thank you for partnering with us as we serve churches across every tradition, helping them confidently share the good news in a good way.









"WHEN THE CHURCH INVESTS IN EQUIPPING GENERATION ALPHA, IT DOESN'T JUST BUILD UP THEIR KNOWLEDGE, IT MULTIPLIES THEIR [IMPACT]."

ONEHOPE. (JUNE 2025). GEN ALPHA CANADA: THE NEXT GENERATION

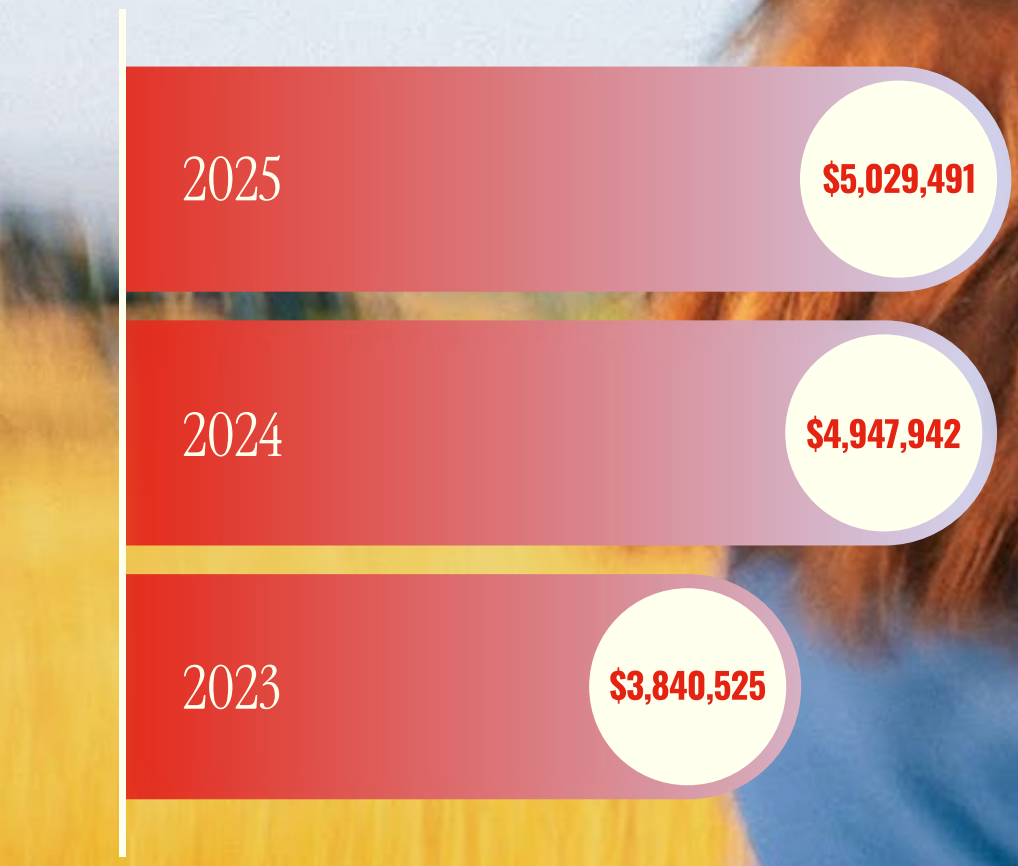
ALPHACANADA.ORG/DONATE

Join us today, your gift will help us equip the local church to share the hope of Jesus with every teen

INVESTING IN THE INVITATION

Your generosity in 2025 ensures that Alpha Canada can continue to offer our programs and resources completely free of charge to communities and churches across our nation.

Annual Donation Revenue Canadian Operations:



"WE SUPPORT ALPHA BECAUSE IT IS A FABULOUS TOOL THAT CAN CHANGE THE WORLD. WE GET GREAT LEVERAGE FOR THE KINGDOM WITH OUR DONATIONS."

MURRAY, DONOR AND VOLUNTEER, BRITISH COLUMBIA

“I SUPPORT ALPHA BECAUSE I KNOW THAT WHEN PEOPLE ENCOUNTER JESUS, THEIR LIVES ARE TRANSFORMED IN WONDERFUL WAYS. THE BEST WAY TO INVITE PEOPLE INTO THAT ENCOUNTER IS THROUGH ALPHA.”

GREG, DONOR AND VOLUNTEER, NOVA SCOTIA

When Greg first experienced Alpha at another local church, he was amazed by the church’s revitalization and by how guests’ lives were being transformed.

He was determined to see this impact in his own church, so he decided to run Alpha there, even though he had never led one before. During his first Alpha Weekend as a leader, he experienced a deeply personal encounter with the Holy Spirit that transformed his faith.

Greg has run many Alphas since and witnessed miracles and countless lives transformed on Alpha.

For Greg, investing in Alpha means allowing the local church to continue reaching communities and drawing more people into the loving arms of Jesus. Investing in Alpha helps grow the kingdom and inspires more people to know and share Jesus. Because of that, giving to Alpha has a big impact, as many of those people then serve Jesus in their communities.

Greg gives not just for this generation but for the generations to come.

You, too, can be a part of that future. Your generosity, wisdom, prayers, and serving heart are how Alpha will continue serving the local church and communities for generations. Our Legacy Program was created out of the desire to give you the opportunity today to invest in the generations to come. To show that you care about the future of Alpha, the future of the Church, and the future of the generation to come.

The Alpha Canada Legacy Program is an opportunity for you to support and pour into the rising generation and all future generations.

If you are considering giving to Alpha Canada in your estate or have questions about what this could look like, please contact **legacy@alphacanada.org**









Alpha

FROM ALL OF US AT ALPHA, THANK YOU!

Alpha is fully funded by your generosity allowing us to offer all our programs completely free of charge.

ALPHACANADA.ORG/DONATE

Alpha Canada Head Office
#101– 26 Fourth Street
New Westminster, BC, V3L 5M4

Canadian Centre for Christian Charities
ACCREDITED MEMBER