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### A Note from the Executive Director

Alpha had its best year ever in Asia Pacific in 2022. As churches emerged fully from the pandemic many used Alpha as a tool for evangelism, and we launched a number of contextualised Alpha Film Series - the Chinese Alpha Film Series, the Alpha Film Series: konteks Indonesia, the Hindi and Tamil Alpha Film Series, and the Alpha Cantonese Teens Series. These new products drove much of the growth in people being reached with the good news.

More than a staggering 8,800 churches, organisations and individuals ran Alpha in Asia Pacific which was +52% growth from the previous year. They ran 14,700 Alpha courses across 21 countries in the region reaching 303,600 people with an opportunity to put their faith in Jesus, +69% more people than the year before.

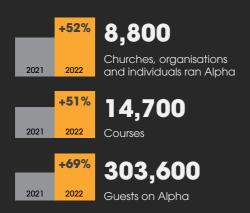
31% of Alpha courses were courses that reached the youth and young adults.

"Praying that God will double the size of His church in Asia Pacific in this next decade"

We thank God for all that He did amongst His churches, and in bringing in a harvest for His kingdom. Your prayers, your giving and your service makes a huge difference to the ministry - so thank you.

As we launch our 10-Year vision this year towards 2033 when it is the 2000th anniversary of the resurrection, we sense that God is increasing the spiritual hunger in the region, and I am praying that God will double the size of His church in Asia Pacific in this next decade.

Thank you for your love and the difference you are making as Alpha continues to equip and empower the church in Asia for such a time as this.





**Miles Toulmin** Executive Director of Alpha Asia Pacific

# **Alpha** through the Years

For 30 years Alpha has proven to work as a model for evangelism because it is centred around an encounter with Christ. Its effectiveness is supported by a Barna's independent research on Alpha's Global Impact.<sup>1</sup>

#### 1977

Alpha begins at Holy Trinity Brompton (HTB) in London as a course for new Christians.

# 1990

1993

HTB holds its first UK national Alpha conference for 1,000 church leaders.

Nicky Gumbel takes over the running of Alpha and reinvents the course for non-churchgoers. Positioning the course as a tool for evangelism.

# 2013

The Alpha Youth Film Series is launched and by 2019 over 35% of Alpha guests are youths.

Alpha is truly a global course with 50 national offices.

#### 2014

2007

The Alpha Asia Pacific Hub is opened in Kuala Lumpur.

The first Alpha Film Series launches globally.

2016

The first Global Alpha Campaign featuring Bear Grylls is launched.

HTB's first Asian church plant Holy Trinity Bukit Bintang (HTBB) is planted as the heart of the Hub.

#### 2017

2018

The Alpha Asia Pacific Hub hosted its first Alpha Regional Gathering week.

The Church Engagement Framework is introduced as a core tool to support more churches worldwide.

The new Alpha Youth Series with updated content is launched.

The Alpha Film Series becomes available in 18 Asian languages.

#### 2020

Churches worldwide run Alpha online, reaching a new audience.

Because of COVID-19, the first online Alpha takes place from the Alpha Hub with a pivoted strategy to help churches run their Alpha courses online.

#### 2019

The Marriage Course Remake is launched and is available for free, thanks to the generosity of a donor.

#### 2022

The Asian Alpha Film Series in Chinese, Hindi, Tamil and Bahasa Indonesia, and the Alpha Cantonese Teens **Series** are launched in Asia and to the rest of the world.

1.5 million people worldwide explored faith on Alpha. With the launch of the next decade's vision, what would our world look like if Alpha was for everyone on the planet?

<sup>1.</sup> In 2016, Alpha International commissioned the Barna Group, a US-based research company, to conduct a global study on the impact of Alpha across 11 countries and with 200 churches across all major denominations. Online surveys were completed by church leaders, course administrators, hosts and helpers, and guests at the end of their course.

#### Enson and Priscilla // Malaysia

#### A story of redemption, hope, and healing.

Enson's parents separated when he was a teenager. He picked up unhealthy habits and got into trouble with the police. Then he met his wife, Priscilla. At the depths of his struggle, Priscilla asked Enson, "Why don't you just speak to God? There is nothing to lose." He tried and poured out to God. He tried Alpha twice and through the Alpha Film Series he found the experience awesome. He shares how the episodes helped him define his faith. God's love transformed and shaped him as a husband and father.



Scan to watch Enson and Priscilla's story.



Doing Alpha gave me a very meaningful summer. Alpha has changed the way I see the world; I thank God for bringing me to Alpha. I know I have a lovina Father who is with me all the time and listens to my prayers.

Anh's Story // Vietnam

Anh did Alpha online last year with the use of the Alpha Youth Series Vietnamese translation. She was born and raised in an area where churches are very small with small congregations and youth like her attend church with parents as there are even less church-going youth peers. Alpha Online made a difference to teens like Anh and as a result thousands more youth are going deeper in their faith and saying yes to Jesus.

### Alpha Regional Gathering 2022

ARG is the most strategic regional annual event for Alpha.

Held across 3 days, ARG aims to inspire and envision strategic church leaders with the tool and process of Alpha. The programme is curated for leaders to receive prayer ministry, be connected and encouraged, as they hear from their peers and speakers who have a passion for evangelism.

Last year, we welcomed over 1,000 delegates representing 515 churches of various denominations from 21 countries. 60% of the churches advanced along their journey of engagement with Alpha and 30% went on to start running Alpha.

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Compared to past conferences, my ARG experience was more than ecumenical, it was THE NEW PENTECOST!

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Catholic Priest

Scan for ARG22 highlights





After the event, Father Angel sent a text message to say," ARG22 is an experience I will treasure all my life...as a young Franciscan priest I am blessed to journey with everyday ordinary people doing extraordinary work for Jesus. ARG reminded me that everytime I do my mission, I am not the one bringing Jesus in into their lives but I am encountering Jesus through them. I have been recharged, renewed and rested in God's loving mercy and compassion. I experienced God's grace in our differences and I felt unified through our common mission as Christ's disciples."

ARG will be held this June 2023 with a focus on Youth and Family.



## Every Tribe, Every Language

We know that God's Word reaches us best in our heart language. We are passionate about contextualising and producing core ministry resources to equip churches to reach as many people as possible.

Last year we launched the Asian Alpha Film Series and the Alpha Cantonese Teens Series (ACTS). These products represent the major Asian languages – Chinese, Bahasa Indonesia, Hindi, Tamil and Cantonese. Urdu English Bahasa Indonesia Sinhalese
Thai Burmese Nepali Tamil Cantonese Mongolian
Hokkien Marathi Zokam Hindi Vietnamese Khmer
Oriya Khasi Punjabi Garo Bahasa Malaysia Tedim
Bengali
Cebuano Lao Kuki Japanese Thangkul
Manipuri
Tagalog Korean Malayalam Mandarin

In Asia, Alphas are run in 34 languages.

We completed 21 Asian translation projects covering the Alpha Film Series, Alpha Youth Series, The Marriage Course and The Pre-Marriage Course for use in more than 10 countries.

#### The Chinese Alpha Film Series



The Chinese Alpha Film Series is the first fully contextualised version of the Alpha Film Series filmed entirely in Mandarin in a culturally relevant way. God opened doors for us to launch the series to 24,000 leaders via 27 events in 29 cities across 7 countries. We had the privilege to connect and partner with many Chinese churches from around the world.

"This is a really great gift.
I encourage all Chinese
churches to use the Chinese
Alpha Film Series. I believe
this will be a blessing to the
Chinese Church."

Rev. Chen, Los Angeles

# The Alpha Film Series: konteks Indonesia



"To be honest, I wasn't interested in Alpha as it looks like a foreign product so it wouldn't mean much as our culture is different. But when I tried Alpha, there were scenes and stories of people from Indonesia, it was simple to receive and it was also powerful."

Hery, Alpha Guest on the Alpha Film Series: konteks Indonesia

#### The Alpha Cantonese Teen Series



In February 2022, ACTS soft-launched in Hong Kong and was run in churches, schools and homes. By the end of the year, more than 25% of courses registered came from outside of Hong Kong, reaching the global Cantonese-speaking community.

"ACTS gave me a deeper understanding of God."

Student Testimony

"ACTS presents theological truth in an interesting, lively, and creative way!"

Teacher Testimony

#### Youth

#### 66

I gave my life to Jesus in Alpha when I learned of His love for me because back then, I was a very hottempered and an unfriendly girl because I didn't know how to show love towards others as I have not gotten it from my family but now that I have received God's love, I have joy!

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#### Bopha,

Youth Alpha participant

Thanks to your support, youth work has grown steadily over the last two years.

In collaboration with Barna, Biblica and World Vision, we conducted a study called "The Open Generation", where we surveyed 25,000 young people (ages 13-17) from 25 countries and 17 languages about their views on Jesus, the Bible and making an impact. The study showed that nearly half the teens see Jesus as someone who offers hope, and the majority described him as loving, wise and peaceful.

Alpha has a significant opportunity to create space for young people to encounter Jesus and develop a personal relationship with him. 77% of teens are at least somewhat motivated to keep learning about Jesus. They are open to conversation, and Alpha's relational approach to exploring faith is perfectly positioned to fit this need.



Scan here for more discoveries from the survey that are shaping how we reach emerging generations.

#### Jellian's story // Philippines

When Jellian was little, her father left the family with another woman. Life became very difficult as the family struggled to survive and Jellian longed for her family to be healed and complete again, that her father would one day return to them.

In 2022, Jellian accepted the challenge to run Alpha and ended up leading more than 20 other young people. She initiated running outreach programmes from her group, such as feeding the hungry and cleaning the chapel. Late last year, her prayers were answered – her father returned, and they were reunited as a family!



Young leaders are inspired and empowered to create a space for exciting conversations about faith with their friends and peers, where true friendship can form to discover a relationship with Jesus.



David's Story // Tamil Nadu, Southern India

Last May, David as a third-year student at St. Johns College, began running Tamil Alpha for 35 youths from his home church with the goal of spiritually restoring them after the pandemic had taken a toll on their spiritual well-being. These young people in turn invited 25 more friends to join them for the Alpha celebration day.

David's zeal brought him to another town, Alangulam, where he ran Alpha for 90 unchurched youths. Many of them started attending church and five of these youth gave their lives to Jesus and were baptised.

Last December, David led a gathering for over 100 youth leaders from 35 churches in the Tenkasi district.

One spark of Alpha by one faithful young man has set ablaze a whole district. Please pray for our young men and women like David who are reaching hundreds more with the love of Christ.



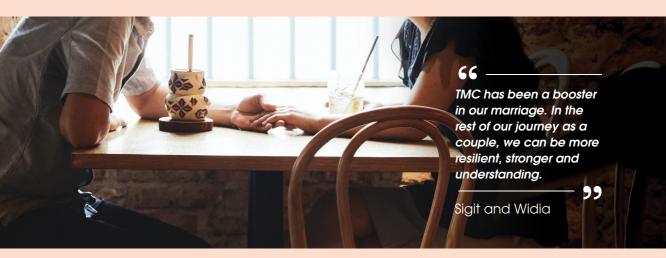


The Marriage Courses (TMC) ran in 16 countries in Asia Pacific and it grew 57% from the previous year to reach over 33,000 participants.

The number of family courses in the region made up 25% of all courses globally.

To address the unique challenges and pressures facing pastor couples, a new session for The Marriage Course was created as the eighth and final session. Entitled "Marriage & Ministry", the content is based on the experience from leaders' marriage retreats hosted by Nicky and Sila Lee. It gives guidelines to church leaders for how to minister out of their marriages - giving help and ideas for maintaining a strong marriage amid the various pressures of ministry.

The launch of the additional video content for "Marriage & Ministry" and accompanying conversation booklet will take place this year. Translations for the additional episode and booklet have commenced this year.



#### Sigit and Widia's Story // Indonesia

"Even though we've been married for 20 years, it turns out there are so many things we needed to learn again, the basic and fundamental principles in marriage that we forget as time goes on.

We re-learned to listen to each other, to plan date nights and spend quality time together, something that we rarely did before this. We now take a walk in the morning together to chat and explore new walking paths. It has become part of our marriage journey, and we truly enjoy it. This new habit has been an absolute help to us in our communication.

We are thankful for TMC because we felt refreshed after the sessions."

### Workplace Alpha, God At Work

As emissaries of Christ to reach out to those in our workplaces, the Asia Pacific Alpha Workplace Summit 2022 (AWS2022) took place online last August for more than 350 participants from 19 countries.

There was a line-up of inspiring workplace leaders who shared their passion for living their faith in the marketplace and how they have seen the culture of their workplace change through Alpha. Four Alpha Workplace training events were subsequently completed in September as follow up to the conference.

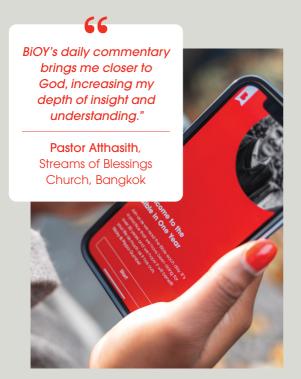
#### Suet's Story // Malaysia

A tragic accident caused Suet to pivot her faith from being a staunch Buddhist to not believing in religion at all. At her workplace, a chance invite to Alpha began her journey to discovering healing and a new life with God.



Scan to watch Suet's story.

#### Bible in One Year (BiOY)



Many Alpha guests ask how they can continue their experience of Jesus long after the Alpha course has concluded. The BiOY app is a wonderful discipleship tool, it is a great help making Bible-reading easy and accessible for individuals to mature and grow in their faith.

In 2021, the new BiOY app was updated to offer three versions: Classic (25 mins), Express (10 mins) and Youth (for 13–18 year olds) and by the end of 2022, we saw a 20% increase to 1.5 million active users on the app and website. On YouVersion, we saw over 1 million people subscribe to one of our 2022 BiOY plans.

The Classic version is now available worldwide in 11 languages. We have launched the Chinese audio version and more recently the Vietnamese translations went live this January. Existing offerings in Chinese, Bahasa Indonesia, Hindi and Thai are being widely used and are engaging people with the Bible in their heart language.

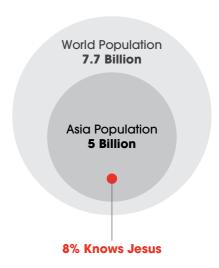
# How your giving helped serve the region in 2022

We believe that the Church deserves our best and we want to give away our resources for free so that everyone can have the opportunity to explore a personal relationship with Jesus, regardless of their background or where they live. Asia is home to two thirds of the global population and the world's largest mission field where 92% have yet to discover a relationship with Jesus.

"Thanks to your partnership, God has blessed the work of Alpha in remarkable ways, making 2022 our best year ever."

Because of you, we are able to play our part in Alpha's global vision in seeing:

The nations evangelised
The Church revitalised
Society transformed





**51%** Ministry Development

- Church Engagement
- Training
- Events

29%

Ministry Support

- Leadership Development
- Planning & Strategy
- Products & Resources

\* 20%

Operations

- Finance & Governance
- Fundraisina
- Administration

\*This includes the cost of supporting 10 countries without National Alpha Offices and high-risk countries.

# The *Evangelisation* of the Nations

#### Jayson's Story // Philippines



Jayson's story began in 2020 at the height of the pandemic when he raised and trained 53 young leaders. Together they ran 66 Alphas reaching >1,500 youth in the rural mountains and villages of Cebu. Two years on in his ministry, in mid 2022 they gathered and ministered to more than 900 youth to worship and experience Alpha in Cebu.



Scan to watch how Jayson's story began and how God worked mightily in the midst of every challenge.

#### Sua's story // South Korea



"I was a workaholic with anxiety. As such, my business went well and my social status was great but I couldn't sleep because of the constant anxiety that kept building up. I often went for tarot card readings to have my fortune told and took part in all kinds of spiritual activities like Cheondojae, a ritual for the dead in Buddhism.

One day I followed my friend to church and participated in the Alpha course, at that time I was not a Christian and knew nothing about Christianity. I couldn't shake off my anxiety no matter what I did, but when I attended Alpha, I felt at peace and later understood this was the peace of God. After attending Alpha, my sense of belonging to the church increased and having received loving service during the course made me think that I should also contribute to the church."

# The Revitalisation of the Church

Churches experience a radical culture change and are revitalised

#### Pastor Daniel's Story // Philippines

"I used Alpha as a culture-setting tool to restart a church."

I was sent to Cebu to reboot a church and I realised that people there longed for something fresh to renew their passion and excitement for evangelism. I considered all sorts of strategies but fell back to the same old results, then my pastor advised me to run Alpha. I had run Alpha before but never thought of it to revive this church.

So, I asked the remaining congregation to invite just one person to join us for the next 11 weeks. Despite my anticipation, I was worried we could not afford hosting meals as we wanted to give our best but I worried for nothing because the Lord answered our prayers and someone from my own hometown offered to fund our Alpha costs!

At Alpha, we met many people and heard so many stories. Some of them didn't even believe in God yet, but they found a place to belong before they believed. By the time the Weekend Away ended, we baptised 8 of the participants! Thank You, JESUS!

Eventually, those who participated in Alpha became members of the church and grew to be leaders. We continued to run Alpha twice a year except during the pandemic. Alpha helped us make disciples as we genuinely loved the people.

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The young people in my church didn't used to care. They were quiet, indifferent and behaved like they were forced to come to church. After Alpha, they became lively, passionate and very invested in church. In fact they proposed many creative ideas for church celebrations.

Pastor Rose // Karachi

# Rev. Markus' Story // East Malaysia

Rev. Markus and his team faced challenges in building up their church in rural Sabah. They overcame obstacles with the use of the Alpha course for their growing community.

Scan to watch their story.



# The *Transformation* of Society

Healthy Marriages, Healthy Families and Communities

#### Joseph and Laxmi's Story // Rajasthan, Northern India

Joseph and Laxmi were married in 2013 but split up the following year. This led to a bitter divorce in 2016 followed by 7 traumatic years of separation.

Then a pastor couple invited them to The Marriage Course (TMC) online in Hindi. They both reluctantly agreed and were as curious about this invitation as much as they were curious for the reason why the other had accepted the invitation.

Joseph auickly realised that he had never truly understood the meaning of marriage until he participated in TMC. He realised how wrong he was in so many areas and some truths were so difficult to accept that he dropped out of the course midway, whereas Laxmi saw herself with new eyes throughout the course and it changed her. The course was a part of the journey that healed them, giving them space to address their personal shortcomings and providing them with tools to resolve conflict. God's love had finally penetrated their hearts, and after Joseph's apology, the couple experienced healing and reconciliation. Both families made amends, and on the 9th of June last year, they were married again.

Before TMC they were complacent in their faith walk, now renewed in their Christian faith they are

on a mission to be used by God and to share hope with other married and separated couples by running TMC and attend the course soon again for themselves.



# **Looking Ahead**

Over the next decade, we want to play a significant part, serving the churches and working alongside other organisations to give everyone on the planet an opportunity to hear the Gospel.

# "...and the Lord added to them day by day those that were saved."

Acts 2:47



## A huge opportunity at our doorstep

Our great hope is to give 1.5 million people in Asia the opportunity to experience Alpha in the next 3 years. None of this work is possible without you and we love doing this together!

We will accelerate our pace of putting Alpha as a resource into the hands of thousands of more church leaders with continued launches in cities worldwide for the Asian Alpha Film Series (AAFS) and the Alpha Cantonese Teens Series (ACTS). We believe that God will use these series greatly to reach the diaspora of Asians around the world.

# Alpha Regional Gathering (ARG)

#### 11-14 June 2023

This year we will share the 10-Year Vision and the series of sessions on Alpha and its ministries will have a focus on Youth and Family.

We are gathering strategic church leaders who are already leading Hub Churches, and inviting them to partner with us in planning and praying to discern the part they might play for the decade ahead.

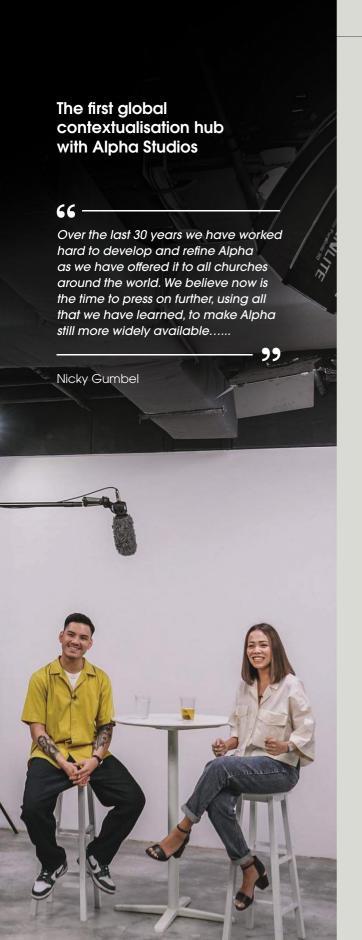
We are encouraging senior pastors to identify their emerging leaders and youth leaders to come and be envisioned to reach the new generation for Jesus.

# Global Chinese Alpha Conference 全球华人启发大会

#### 12-13 July 2023

This July, we are anticipating to host 800 Chinese speaking pastors from around the world in Singapore. We are expectant for an outpouring of the Holy Spirit to prepare workers for the harvest. With the fully contextualised Chinese Alpha Film Series (CAFS), God is increasing our reach to the 1.5 billion Chinese worldwide.





Whilst 30 million people from all around the world have tried Alpha over the years, there is still an estimated 5.5 billion people who do not know Christ.

We are investing into our first ever global in-house studios to make content for the whole world. By being a hub centre of excellence for product development, we can centrally contextualise content with economies of scale and quality control.

We previously launched the Alpha Film Series (AFS) in 2016 and over the last 7 years have translated it into 58 languages.

For the new AFS2.0 we anticipate releasing contextualised versions in 70 languages, making it available at scale for others like Undarmaa to encounter God's love. Please join us as partners with a contribution to this work.

#### Alpha in Mongolia

In 2018, Undarmaa attended the translated Alpha course in Mongolian. She was facing various difficulties in life which was slowly pushing her over the edge and then on her Alpha, she was asked "Is there more to life than this?". She invited Jesus into her life and now, she helps and hosts Alpha. This is her story of how God turned her life around victoriously.

Scan to watch Undarmaa's story



## Reaching Youth

We believe that developing innovative ways to reach emerging generations with the Gospel is one of the most pressing priorities for the global Church.

There are 1 billion young people on our planet from different cultures.

In June this year at the Alpha Regional Gathering (ARG23), we will launch "The Open Generation" study done in collaboration with Barna, Biblica and World Vision to begin a conversation via organised forums for youth to explore faith with friends. As we listen and learn in these forums, we will craft and contextualise the upcoming Alpha Youth Series for Pan-Asia.



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This won't stop me from doing God's work.



Francis Jhay, Alpha Guest turned Alpha Leader

#### Francis's story // Cebu, Philippines

Francis is a polio survivor and before joining Alpha two years ago he was a shy teen with low self-esteem. His father was an alcoholic who always came home late into the night, and in a drunken state he would beat Francis and his siblings.

During Alpha, Francis prayed that his father's abuse would stop. After a year of praying, his father stopped with his vices.

Today, Francis is a missionary serving other youth. His disability never stopped him from going into far and remote mountain areas to share Alpha with other youths so that they too can experience God's love.

The gospel does not stop with one person and passes on like fire!

### Realising the Asian Opportunity

Alpha Asia Pacific's three-year goal is to equip and support double the number of local churches running Alpha across the region.

Enlarge the place of your tent, stretch your curtains wide, do not hold back; lengthen your cords, strengthen your stakes. For you will spread out to the right and to the left; your descendants will dispossess nations and settle in their desolate cities.

Isaiah 54:2-3

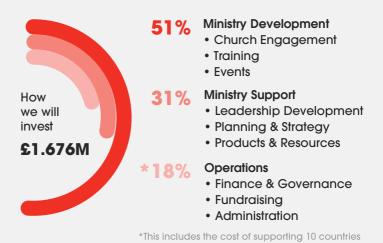
#### Going to the nations

The mission field covers 21 countries, 11 with National Alpha Offices.

Alpha Asia Pacific Hub serves by providing

- Strategic direction and leadership for regional ministry.
- Shared services from a centre of excellence – Digital & Marketing, HR and Finance.
- Creating contextualised product and resources to equip local leaders for ministry.
- Financing, hosting and empowering regional initiatives.
- Fundraising, impact measurement and governance.

These initiatives contribute to the capacity of our teams to support churches and organisations in the region so that they can more widely access translated and



contextualised Alpha talks and resources, equipping their teams that carry the vision, and at no cost to the guest.

When this happens the church is empowered to provide even more opportunities for young people like Gycnth to encounter Jesus.



without National Alpha Offices and high-risk countries.

Coming from a broken family, I was losing hope, but Alpha changed my life. My group never judged me, and I learned to start each day with prayer. My life is getting better every day.

Gycnth, Alpha Youth Guest



Our vision is for everyone, everywhere to have the opportunity to explore faith through Alpha by 2033.

This is a key 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 for Everyone is our vision for 2033 which marks the 2000th anniversary of the resurrection. As we look forward to the resurrection anniversary, we hope to make exploring faith in Jesus as accessible as possible so that millions more might encounter the love of God.





#### **⊞** Give

- You can give online at asiapacific.alpha.org/give.
- For other methods and if you are considering to make a bequest to the work of Alpha in Asia Pacific in your will, scan the QR code for more details.



 For more information about giving, please contact: apac.partners@alpha.org

#### 

- For the unity of churches and teams to embrace a culture of evangelism and leadership.
- For guests coming on to Alpha to experience God's love.
- For the development of the new Alpha Film Series 2.0,
   Alpha Youth Series 3.0 and the Alpha ontextualisation hub.
- For our partners, volunteers and staff to be blessed with good health, protection, wisdom and fruitfulness.

#### ♥ Serve

Get involved in Alpha by volunteering at an Alpha course near you or join the Asia Pacific team.

#### **△** Share

Share this report: asiapacific.alpha.org/aap-impactreport







Alpha International is a charity registered in England & Wales (no. 1086179) and in Scotland (no. SC042906).

#### **Alpha International**

HTB Brompton Road SW7 1JA.

#### Alpha Asia Pacific

Alpha Hub, Level 8 (Rooffop), Lot 10 Shopping Centre, 50, Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia.



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.

