

Alpha Sub-Saharan Africa



2025
Year in Review

This Year Across Sub-Saharan Africa

2025 has been a milestone year for Alpha Sub-Saharan Africa.

Across the region, we have seen more churches running Alpha, more young people exploring faith, and more leaders stepping forward to share the gospel in their communities than ever before. From churches to prisons, rural towns to major cities, **Alpha continues to create welcoming, non-judgmental spaces where people from all walks of life can explore life, faith, and meaning**, ultimately experiencing the love of God in a real and personal way.

All of this forms part of Alpha's global vision: for **everyone, everywhere to have the opportunity to hear the good news of Jesus through Alpha by 2033**, the two-thousandth anniversary of the resurrection of Jesus.

We believe we are living in a key moment in history - a *kairos* moment - for the church and for the world. Africa, with the youngest and fastest-growing population on Earth and home to nearly one-third of the world's Christians, is uniquely positioned to respond.

To move toward our 2033 vision, we developed a **three-year Capacity Building Plan to drive exponential and sustainable growth across the region**. In May 2025, the Alpha International Board formally approved this plan - a landmark moment that recognises both the opportunity ahead and the responsibility to steward it well. By building brand awareness, strengthening regional and national teams, developing African products and digital systems, and cultivating a movement of prayer, we are laying the foundations for long-term, sustainable growth. Together, these efforts position us to reach **2 million people cumulatively by 2028**.

Since receiving approval, we have begun implementing our strategy and are already seeing encouraging signs of progress. Youth engagement has increased significantly; there has been remarkable growth within the Catholic context; new regional and national leaders are being appointed and equipped; and a Regional Prayer Champion is coordinating prayer across the region, helping us remain deeply dependent on the Holy Spirit as we grow.



Our aim is not simply expansion, but sustainability - building strong local leadership, increasing Alpha's cultural relevance and accessibility, and developing long-term capacity so that Alpha can serve the church for years to come.

We are immensely grateful for every church leader, volunteer, partner, and friend who has walked the journey with us thus far. **Your prayers, encouragement, generosity, and support make this work possible.** Thank you.

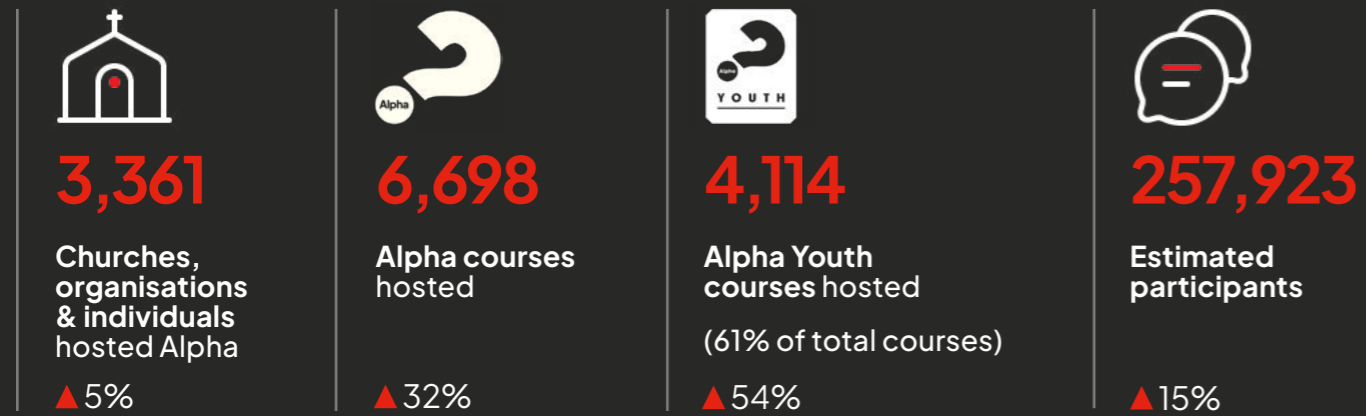
As we look ahead, we do so with great expectation for all that God has in store, believing that together we will see a future where everyone, everywhere has the opportunity to hear the good news of Jesus through Alpha.



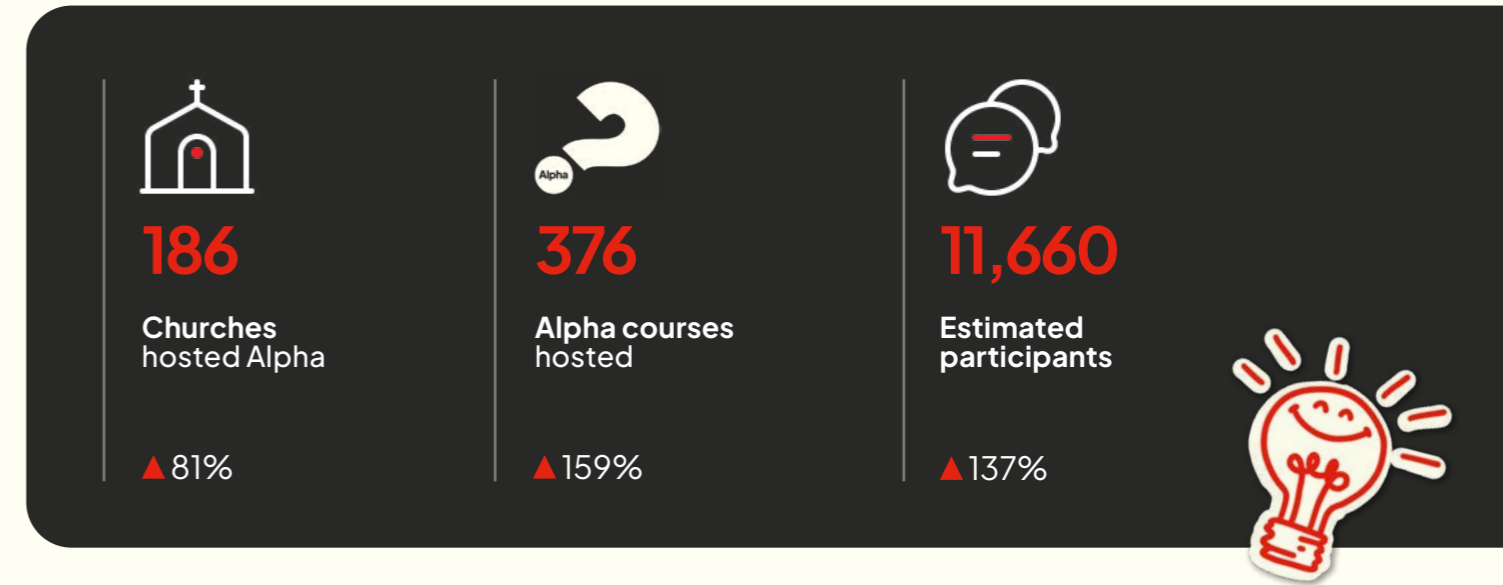
Regional Impact at a Glance

In 2025, **3,361 churches, organisations, and individuals** hosted Alpha, providing opportunities for an estimated **257,923 people** to discover and develop a relationship with Jesus - representing 9% of Alpha participants worldwide.

A total of **6,698 courses** were run across the region, with **Alpha Youth courses** accounting for 61% of all courses - a 54% increase from last year and **the highest proportion of young people engaging with Alpha globally**.



Catholic Context



With over 46 million Catholic young people across Africa, the opportunity to reach the next generation is extraordinary. Through welcoming, non-judgmental spaces, contextualised resources, training, and ongoing support, Alpha equips the Catholic Church to reach and disciple the rising generation.



“Alpha is a highly effective tool that draws young people to the gospel, guiding them to encounter Christ in a way that fosters a personal relationship with him. It equips individuals to engage deeply with the gospel, articulate their beliefs, understand their faith, and live it out authentically.”
- Msgr. Charles Kasibante



Highlights from Across the Region

Southern Africa

South Africa

2025 was a year of substantial growth for Alpha South Africa. A total of **1,761 courses were run** (a 44% increase), with **Alpha Youth courses accounting for 55%** of all courses, increasing from 638 in 2024 to 975 in 2025.

Alpha Conference

Over 300 leaders from 125 churches nationwide gathered in Johannesburg for the Alpha Conference in May. Centred on the theme *Inspired to Share, Equipped to Transform*, the conference reignited a passion for evangelism, strengthened relationships across denominations, and equipped leaders to serve their communities with renewed confidence.

Alpha in Prisons

Alpha South Africa's prison ministry experienced unprecedented growth in 2025, with 101 courses run across 25 prisons nationwide - a 110% increase in courses and a 67% increase in prisons reached. More than 70 inmates were publicly baptised across six facilities, a powerful sign of God's transformative work through Alpha in even the most challenging contexts.



John's Story

Known as the "number one" of the notorious 28 gang at Allandale Prison, John was deeply entrenched in gang life and held significant influence behind prison walls. After joining an Alpha course, he encountered Jesus and began a journey of transformation. His faith became public during a historic moment for the prison - the first-ever baptisms held at Allandale - where he was the first of 17 men to step forward and courageously declare his new life in Christ. Today, he serves as a leader in the prison church, discipling other inmates. His story is a powerful testament to the transformative work of the Holy Spirit, and his journey **from gang leader to church leader** continues to bring hope throughout the prison community.



The Marriage & Ministry Tour with Nicky & Sila Lee

Over a week in November, the Alpha South Africa team hosted a Marriage & Ministry Tour with Nicky and Sila Lee across four major cities in South Africa - Johannesburg, Gqeberha, Durban, and Cape Town - reaching more than 2,000 individuals. The impact of the Marriage & Ministry Tour has been remarkable, with many couples sharing how they left feeling inspired, challenged, and renewed in their love for one another.



Zambia

This year marked a new season for Alpha in Zambia with the appointment of a National Coordinator. With ongoing training and support from the regional team, local leadership and coordination have strengthened, and we are already seeing encouraging results: 48 courses were run nationwide - a 33% increase - and the number of churches running Alpha more than doubled from 2024.



*"When I came to prison last year, I was no good to anyone. I was a danger to the person next to me and to myself, constantly involved in incidents and getting punished every day. One day, I was told my punishment was to attend an Alpha course for a week. I was bitter and felt I didn't deserve it, but by the end of the week, I found myself asking questions and joining the conversation. I asked if I could continue with the course because it was introducing me to a new world of knowing Christ. **From there, my life began to change.** I refrained from incidents and spent most of my time contemplating the Word of God. Day by day, by the grace of God, I found my way back to Christ. Through the Alpha course, I became a new creation in Christ and now have peace, love and joy. Regardless of being imprisoned physically, I am free spiritually."*

- Felicious Mukwemba, Zambia





Tatenda's Story

Growing up in Mufakose, Zimbabwe, Tatenda struggled with peer pressure and faced deep feelings of emptiness and depression. At just 14, he began using drugs as a way to cope and to fit in with those around him. What started as an escape gradually developed into addiction, and over time, he found himself stealing from family members to sustain his habit. At 19, he was arrested and sentenced to 48 months in prison. While in prison, Tatenda began reflecting on his life - who he had been, who he was, and who he wanted to be after release. During this time, he joined an Alpha course. **Through Alpha, Tatenda encountered Jesus in a personal way and began a journey of healing and transformation, finding freedom from addiction and a renewed sense of peace and purpose.** Today, Tatenda serves on the Alpha team in Zimbabwe, helping create opportunities for people from all walks of life to experience the love of Jesus through Alpha.



Zimbabwe

In March, the regional team worked closely with the National Coordinator in Zimbabwe, providing in-person support and training to strengthen local leadership and broaden the network of churches. Nearly 600 church leaders and pastors in Kadoma and Chinhoyi were trained to run Alpha in their communities, significantly expanding Alpha's reach. By the end of 2025, this momentum resulted in substantial growth, with the number of churches running Alpha increasing from 28 in 2024 to 94 in 2025 - a remarkable 236% increase.



Mozambique

In November 2025, the first-ever Alpha Youth training was held in Maputo, bringing together more than 70 youth pastors and leaders. With the support of Alpha Brazil, contextualised Portuguese materials were provided, enabling attendees to run Alpha confidently in their heart language. This milestone marks a new chapter for Alpha's youth ministry in Mozambique, as newly trained leaders begin launching courses in their communities.



Eastern Africa

Kenya

In 2025, Alpha Kenya continued to grow in reach and youth engagement. **2,094 Alpha courses were run** (a 7% increase), with **Alpha Youth courses accounting for 69%** of all courses. The year also saw growth in the number of actively engaged churches, with 1,186 churches running Alpha - a 15% increase from 2024.

Alpha 10 for 10 Campaign Launch

In May, Alpha Kenya launched the 10 for 10 Campaign, a peer-to-peer evangelism initiative encouraging Christian students to invite at least ten non-Christian peers to explore life, faith, and meaning through Alpha. More than 50 students from multiple universities attended the first training and were equipped to run Alpha on their campuses. Monthly virtual meetups sustained momentum through prayer, encouragement, and shared learning as courses launched across universities.



Coastal Region Tour

Over a week in April, the Alpha Kenya team hosted training sessions across Kwale and Mombasa in the Coastal Region, equipping 375 church leaders and youth pastors to run Alpha effectively in their ministries. Attendees responded with great enthusiasm, recognising Alpha as a fresh and engaging tool for discipling young people and strengthening youth engagement within their ministries.



Alpha Youth Marathon

The Alpha Youth Marathon is an annual nationwide initiative in which churches run Alpha during the December school holidays, when young people are more available, and churches have a greater opportunity to gather and connect with them. This year, over 100 courses were registered, reaching thousands of young people across Kenya with the good news.



Richard's Story

Struggling with addiction, Richard found himself at his lowest point when he heard a church announcement about Alpha. In the welcoming, non-judgmental space of Alpha, he encountered the love of Jesus in a fresh, personal way. "I remember being given a Bible at my graduation by a friend years ago, and I had never even opened it. At Alpha, I opened that Bible and somehow, it started speaking to me." As his relationship with God grew, Richard's life began to change. "Before Alpha, I didn't even know how to pray. Now, I wake up every single morning to pray - it's become my lifestyle." Feeling prompted by God, Richard stepped out in faith and started his own business, which is now thriving. Today, he shares his story with others, often saying, "Alpha was my turning point. It's where I found Jesus. It's where my life truly began."



Zanzibar

In August, a series of training sessions was held across Unguja and Pemba, equipping more than 75 pastors and church leaders to run Alpha in their local contexts. The sessions brought together participants from Catholic, Anglican, Lutheran, Pentecostal, and independent churches, with several now running Alpha and building encouraging momentum across Zanzibar.



CHARIS Africa Leaders Gathering in Tanzania

Held in Dar es Salaam, over 50 leaders from 17 English-speaking African countries within the Catholic Charismatic Renewal International Service (CHARIS) network gathered for an Alpha envisioning session on youth evangelisation. Participants left equipped to run Alpha in their contexts, recognising it as a practical and accessible way to help young people encounter Jesus.



Alpha Kerygma Breakfasts in Uganda

Over 50 youth leaders gathered for the Alpha Kerygma Breakfasts in Kampala, representing several university Catholic chaplaincies and more than 20 parishes across Uganda. Attendees were trained to run Alpha in their communities and equipped with the Alpha Catholic Suite - a contextualised resource used for further training, support and ministry effectiveness in the Catholic context.

"I decided to host Alpha at my university. We began with five people, but within two sessions, the group grew to fifteen. The atmosphere was filled with excitement, curiosity, and openness. Many gave their lives to Christ, and by the time we completed the course, several participants were eager to start their own Alpha courses. One of the most powerful outcomes was seeing a close friend of mine join Alpha, encounter Jesus, and experience real transformation. Today, he is not only walking with God but also serving as a host alongside me. Looking back, I can only thank God for how He has used Alpha in my life and in the lives of others around me. What began with coffee and conversation has become a movement of salvation and discipleship."

- Lewis Muhirwa, Rwanda



Western and Central Africa

Nigeria

In 2025, Alpha Nigeria experienced significant growth, particularly among young people. A total of **583 Alpha courses were run** (a 66% increase), with **Alpha Youth courses accounting for 75%** of all courses, increasing from 149 in 2024 to 440 in 2025 - an exceptional 195% increase!

Alpha in Secondary Schools

Alpha has been established in several secondary schools across Nigeria as both a curricular and co-curricular programme. Students have responded positively, eagerly engaging in conversations about life, faith, and meaning, with momentum continuing to build and Alpha making a tangible impact in the lives of young people.



Alpha Youth Hangout Event in Nigeria

Over 90 young people and guest speakers from churches and communities across Nigeria gathered for the Alpha Youth Hangout. The event featured a dynamic panel of young leaders, an encouraging pre-recorded message from renowned DJ Cuppy, and a session from the new Alpha Youth Series.

Alpha in Correctional Centres Across Nigeria

This year, Alpha courses were run in multiple correctional facilities across Nigeria for both young and adult inmates, creating welcoming, non-judgmental spaces for conversations about life, faith, and meaning. The response has been remarkably positive, with strong support from chaplains, consistent participation from inmates, and an expanding Alpha volunteer team. For many inmates, Alpha has provided a first opportunity to ask questions, reflect on their lives, and encounter the love of Jesus in a personal way.



“Before Alpha, I was already a believer, but still needed clarity and confidence in my faith. I joined an Alpha course seeking more understanding and confidence in my spiritual journey. After Alpha, I feel more deeply connected with God and better equipped to share my faith. I also understand the Holy Spirit in a much clearer and more personal way. Alpha was welcoming, insightful, and enlightening.”



- Sarah Kusoro, Nigeria

Ghana

Alpha Relaunch

Alpha was relaunched in Ghana this year, supported by national training and the appointment of new staff members, strengthening the local team and building renewed momentum across the country. The results were significant: 68 courses were run - a 162% increase from the previous year - reaching 1,851 participants nationwide and more than doubling overall engagement. Youth involvement continued to lead the way, with youth courses accounting for 71% of all courses, while church participation expanded tenfold, growing from just 4 to 40 actively engaged churches. Together, these developments reflect a strengthening network of churches and leaders and increasing adoption of Alpha across Ghana.

Francophone Countries

In 2025, the Alpha team facilitated eight online training sessions across 14 Francophone countries, including Cameroon, the Democratic Republic of the Congo, Guinea, and Senegal, strengthening leadership capacity and expanding Alpha's reach in French-speaking contexts. The largest session brought together 85 participants, equipping senior and youth leaders to run Alpha in their churches and communities. Momentum continued beyond the sessions, with leaders staying connected via WhatsApp and several countries hosting in-person Alpha training sessions, including Guinea and Senegal. Follow-up support is now underway to assist churches with registering their courses online.



Ronny's Story

*Ronny grew up in church with a strong sense of identity and purpose. But when his mom passed away, his life changed dramatically. Struggling with grief, a painful breakup, strained family relationships, and the responsibility of caring for his younger siblings, he turned to alcohol and drugs to cope. At his lowest point, he nearly lost his life to an overdose. Soon after, his neighbour Joyce invited him to Alpha. He didn't know much about it, but said yes - and everything began to change. **Through the safe, non-judgmental space of Alpha, Ronny found hope.** He realised he wasn't alone and that God had not forgotten him. Today, he is free from addiction and living with a renewed sense of purpose.*





Products and Platforms

Alpha Youth Talks Africa

We launched Chichewa subtitles for Alpha Youth Talks Africa (AYTA) in November, followed by a Kinyarwanda-dubbed version in January 2026, making the series more accessible than ever for young people across Eastern and Southern Africa. Together, these milestones help more young people encounter the gospel in their heart language while equipping churches to reach the rising generation in meaningful, culturally relevant ways.



Alpha Youth Series

Since the release of the global Alpha Youth Series (AYS 3) late last year, churches, schools, and youth ministries across Sub-Saharan Africa have embraced it with real momentum. In 2025, AYS 3 became the most-used Alpha product, with youth leaders consistently highlighting its visual quality, authentic storytelling, and relevance to today's youth culture. Afrikaans subtitles launched in September 2025, marking an exciting development for Afrikaans-speaking young people across South Africa.



As part of our three-year capacity-building strategy, a **contextualised version of the Alpha Youth Series** is currently in development and set to launch in 2026. This version will feature African voices and stories, making it more relevant and accessible for young people across the continent. Once complete, the series will also be dubbed into Pidgin English, extending its reach across West Africa.



Website and YouTube Engagement

We've seen remarkable growth across our core digital platforms this year. Website traffic increased by 52%, with total users rising from 4,435 in January to 6,754 in December and new users increasing by 66%. YouTube engagement also accelerated significantly, with monthly views climbing from 626 to 21,269 over the same period.



Social Media Engagement

Our social media presence continues to grow, particularly among young people. Our TikTok account, launched in February to strengthen youth engagement, has been especially impactful, with followers increasing from 65 to 2,030 and interactions rising from 162 to 62,225 by year-end, as more young people connected with Alpha content online.



The Way We Work Podcast

In November 2025, the Alpha Africa team launched The Way We Work, an Alpha in the Workplace podcast exploring faith, work, and wellbeing. The four-part series addresses themes such as burnout, work-life balance, meaning, and wholeness. Episodes are available on the Alpha Africa YouTube channel, and we are excited to see how God uses these conversations to encourage and equip people to follow Jesus in their everyday working lives. In 2026, the podcast will expand to Kenya, with new episodes filmed locally to reflect the unique realities and stories of the workplace across the region.



The Story of Alpha in Africa Documentary

In 2025, the regional Product and Marketing teams developed The Story of Alpha in Africa, a documentary capturing the impact and unique expression of Alpha across the region. Filming took place in South Africa, Kenya, and Nigeria, gathering powerful stories of lives transformed and churches reaching their communities through Alpha across diverse contexts. The documentary is set for release in early 2026, and we're excited to share these stories and inspire even more people to join what God is doing through Alpha in Africa.

MyAlpha Platform Updates

We continued strengthening the MyAlpha platform to make it more accessible and user-friendly. Google Sign-Up and a new verification process simplified account creation and login, while a refreshed interface and new scheduling tools created a more interactive and visually engaging experience. Together, these updates help churches, organisations, and individuals run Alpha with greater ease and confidence.

WhatsApp Registration System

Momentum around WhatsApp-based course registration has continued to grow significantly in Kenya, where the system was piloted in 2024. It proved both highly effective and accessible for churches, with 649 courses registered via WhatsApp. Adoption accelerated rapidly in 2025, reaching 1,334 courses - more than double the 2024 total. This strong uptake highlights WhatsApp's value as a simple, low-barrier tool that makes it easier for leaders to register and run Alpha. Building on this momentum, we are now entering the next phase of development, exploring how to strengthen the system and scale it sustainably across the region.



Looking Ahead: Regional Priorities

As we look to the year ahead, our focus is clear: building the long-term capacity needed for Alpha to serve the church at scale across Sub-Saharan Africa. Following the approval of our three-year Capacity Building Plan, we will intentionally invest in key areas - strengthening our people, products, partnerships, and systems to enable sustainable growth across the region.

Brand Building and Awareness

Through storytelling, marketing, and regional collaborations, we will continue to raise awareness of Alpha as a trusted and effective tool for evangelisation and discipleship, helping more churches discover, adopt, and confidently run Alpha in their communities.

Strengthening Regional and National Ministry Teams

We will expand and equip regional and national teams through strategic partnerships and hires, embedding leadership, governance, coaching, and operational support in priority countries to ensure growth is locally led, relationally supported, and sustainable over the long term.

African Products for Africa

We will develop contextualised Alpha resources that reflect the languages, cultures, and stories of the continent, including the launch of the contextualised Alpha Youth Series, the development of an Africa Series, and the continued translation and adaptation of existing products such as Alpha Youth Talks Africa - enabling more people to encounter the gospel in a meaningful and culturally relevant way.

Reaching the Rising Generation

With Africa's rapidly growing young population - 60% under 30 - the rising generation is central to our strategy. We will strengthen partnerships with churches, schools, universities, and youth movements and expand youth-focused training and initiatives that help even more young people explore life, faith, and meaning through Alpha. The Catholic context will also remain a key priority, with increasing opportunities to serve dioceses, chaplaincies, and Catholic schools across the region.





Developing a Strong African Digital Structure

To reduce barriers to access and serve churches more effectively, we will strengthen our digital ecosystem by scaling WhatsApp-based course registration, enhancing MyAlpha, and developing data-light, mobile-first tools that work reliably even in low-connectivity environments - making it easier for leaders in any context to run Alpha.

Dependence on Prayer, Worship, and Fasting

Prayer will remain foundational to Alpha Sub-Saharan Africa's work and intentionally embedded in both our leadership culture and operational rhythms. We will cultivate a movement of prayer, worship, and fasting across the region through prayer champions, regular gatherings, and focused seasons of intercession, recognising that without prayer and dependence on the Holy Spirit, human effort alone cannot bring about our vision.



Together, we can reach everyone, everywhere - helping more people experience Alpha and encounter Jesus.

Alpha is fully funded by the generosity of individuals, churches, trusts, and foundations, enabling us to provide training, resources, and ongoing support at no cost to those running Alpha.

Will you join us?

We invite you to prayerfully consider investing in Alpha Sub-Saharan Africa so that even more people can hear the good news of Jesus through Alpha.

To learn more or partner financially, please get in touch or use the QR code or banking details below. Thank you for your prayerful consideration.



Nel van der Walt
Director of Strategic Partners
nel@alpha.org



Nadia Goncalves
Regional Capacity Building Manager
nadia.goncalves@alpha.org



First National Bank
Account number: 6223 0186 571
Branch code: 201709
Swift code: FIRNZAJJ (for international transactions)
Reference: Initials & Surname



@alpha.africa
www.alphacourse.africa