

THE GLOBAL IMPACT OF ALPHA IN THE CATHOLIC CONTEXT

A HIGHLY EFFECTIVE TOOL FOR EVANGELIZATION

SYNOPSIS

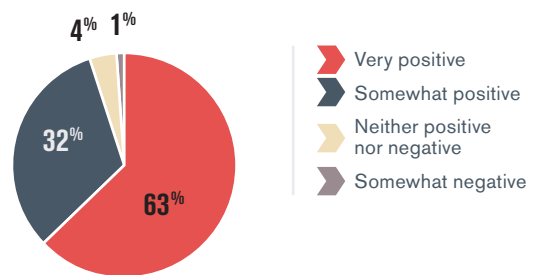
In 2016, Alpha International commissioned the Barna Group, a US-based research company, to conduct a global study on the impact of Alpha, where online surveys were completed by church leaders, course administrators, hosts and helpers, and guests at the end of their course. Over 200 churches across all major denominations participated in this study including Anglican, Baptist, Catholic, Independent, Pentecostal and Presbyterian. In this summary, Barna would like to demonstrate the global impact of Alpha in the Catholic Context by showing the results from 51 parishes in 7 countries (Argentina, France, Ghana, Mexico, UK, US and South Africa) that participated in this study.

GUEST IMPACT & EVALUATION

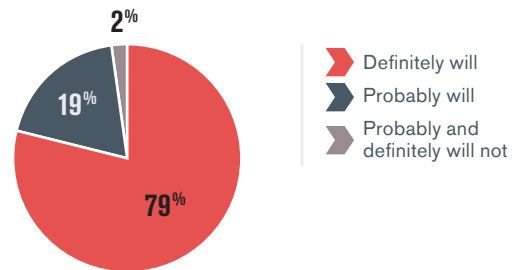
Looking at promoter scores, an indicator of overall satisfaction levels, from the 161 guests who did Alpha in the Catholic context and completed this survey, Barna found that 95% of guests said Alpha had a very or somewhat positive impact on their lives, and 79% of guests will definitely recommend Alpha to their friends.

PROMOTER SCORES

What impact did Alpha have on your life?



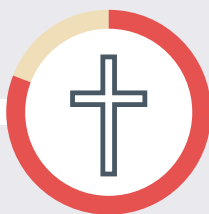
Would you recommend Alpha to your friends?



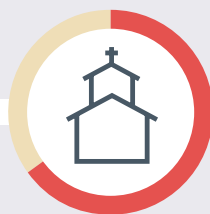
Considering that Alpha guests come from a variety of religious and cultural backgrounds, Barna grouped the responses into three segments based on how the guests described themselves *before* Alpha: non-Christian (people who self identify with a religion other than Christianity, or no religion), Catholic, non-active Mass goer, and Catholic, regular Mass-goer.

KEY HIGHLIGHTS

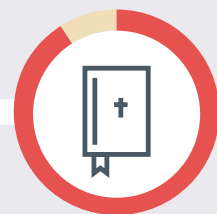
Since doing Alpha...



81% of non-Christians described themselves as followers of Jesus



65% of Catholic, non-active Mass goers became more committed to regularly attending Mass



91% of Catholic regular Mass goers have a more intimate relationship with Jesus

Barna found significant spiritual impact across all three segments, including 81% of non-Christians who described themselves as followers of Jesus, and 65% of Catholic, non-active Mass goers becoming more committed to regularly attending Mass since doing Alpha. To understand why there was such spiritual impact, Barna looked at what the guests had experienced during Alpha and the subsequent changes to their commitment levels, highlighted in the next section.

FURTHER INDICATORS OF SPIRITUAL TRANSFORMATION...

Having reviewed what the guests had experienced during Alpha as well as the subsequent changes to their commitment levels, Barna found that the majority of guests across the three segments felt the love of Jesus, encountered the Holy Spirit, and experienced personal transformation.

GUEST EXPERIENCE & TESTIMONIES

During Alpha, the proportion of guests who experienced the following...	Non-Christians	Catholic, non-active Mass goers	Catholic, regular Mass goers
Felt cared for by the hosts and helpers	100%	93%	84%
Built friendships with other guests	92%	83%	81%
Felt encouraged to pursue a deeper relationship with Jesus	85%	80%	81%
Felt the love of Jesus	77%	75%	86%
Experienced personal transformation	69%	53%	47%
Encountered the Holy Spirit	62%	50%	66%
Felt drawn to repentance	46%	55%	42%

"Alpha allowed me to express my thoughts on God and the scriptures in a non-judgmental environment. It meant I could speak freely but so could others and I learned a lot from attending Alpha in general and particularly from my group during these sessions. I now attend Mass regularly." **35 year-old female, UK**

"I didn't have a solid relationship and full belief in Jesus Christ and now I do." **31 year-old female, USA**

"Alpha opened a door to the Christian faith." **35 year-old male, France**

CHANGES TO COMMITMENT LEVELS AFTER ALPHA

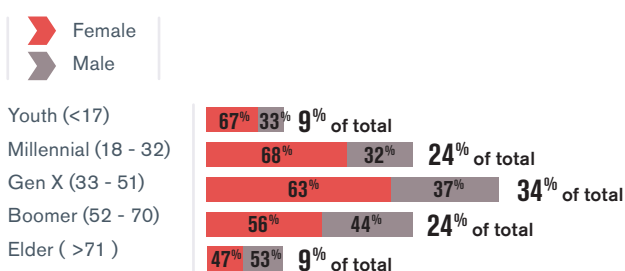
Guests indicating that they are more committed in the following statements since Alpha...	Non-Christians	Catholic, non-active Mass goers	Catholic, regular Mass goers
Having a personal relationship with Jesus Christ	85%	83%	82%
Growing my knowledge of the Bible	69%	75%	75%
Sharing my faith in Jesus with others	69%	83%	80%
Serving in the church	54%	45%	56%
Supporting a charity by volunteering or donating	23%	40%	54%

Readers should note that the guests who completed the survey were likely those who continued until the end of the course, and therefore the results may not represent those who dropped out. The guest retention rate of Alpha for the parishes who took part in this study was 80%, as measured by the number of guests at the last week of Alpha compared to the first week.

GUEST DEMOGRAPHICS

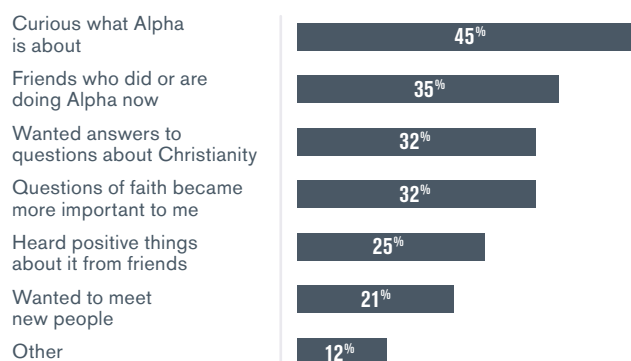
Age Segment By Gender

Overall, the guests were 61% female, 39% male. Geographical breakdown of 161 guest responses: US (60), Mexico (33), France (28), UK(23), and Argentina (17). For Ghana and South Africa, only Course Administrators took part in the study



Why did you decide to participate in Alpha?

Guests could select up to 3.

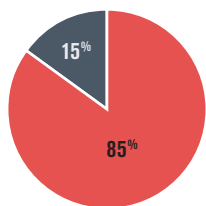


PARISH EVALUATION

Looking at the overall satisfaction levels from parishes i.e. 55 priests and course administrators who completed the surveys, Barna found that 85% of parishes will definitely recommend another organization to run Alpha, and 97% of parishes agree that Alpha has created a safe place for people to come ask questions about the Christian faith.

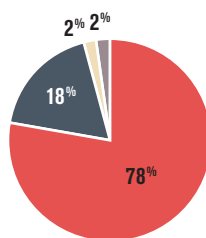
PROMOTER SCORES

How likely are you to recommend or encourage another organization to run Alpha?



▶ Definitely will recommend
▶ Probably will recommend

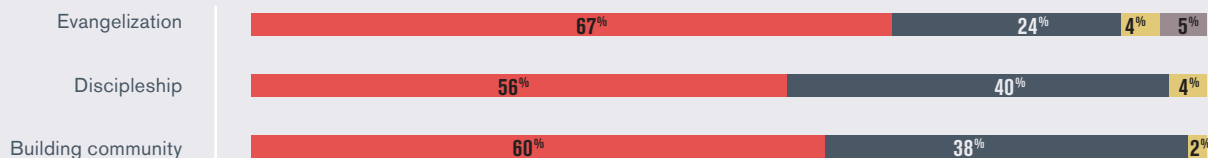
How likely are you to continue supporting or running Alpha?



▶ Definitely will continue
▶ Probably will continue
▶ Will not continue
▶ Not sure

How effective do you think Alpha is as a tool for each of the following?

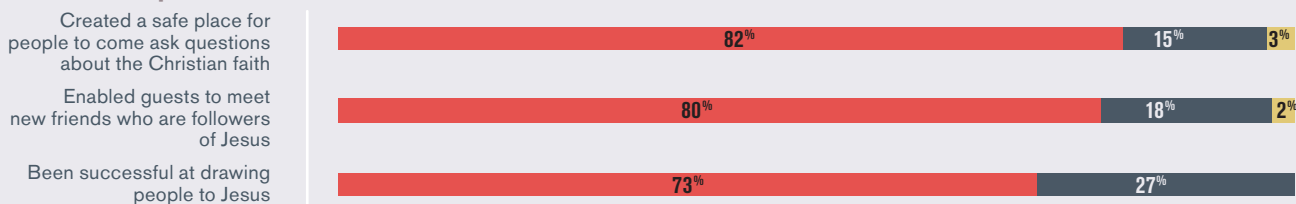
▶ Very effective ▶ Somewhat effective ▶ Somewhat ineffective ▶ Not sure



Do you agree or disagree with the following statements?

▶ Strongly agree ▶ Tend to agree ▶ Tend to disagree or Unsure

Alpha has...



TESTIMONIES FROM PRIESTS

“ We have been running Alpha for nearly three years now. Roughly 3,000 people have attended so far. It is impossible to overstate the transformation that has happened at the parish as a result. Two very significant things have happened: a large number of people that was in large part sacramentalized but not evangelized has had a life changing encounter with Jesus, and a very large community has become smaller, i.e., they have gotten to know each other much more intimately.”
Priest from the US

“ Alpha was being run in the parish before I came as priest ... I immediately saw the enthusiasm it had inspired and continued to create, both for the new converts and for the parishioners.” **Priest from France**

“ Alpha has created a greater sense of belonging to the community. People have discovered God in a fresh, entertaining, fun and surprising way. The parish community has grown and fostered new activities in the field of worship and praise. The interest in learning more about Jesus led us to organize Bible studies, catechesis and Catholic education.”
Priest from Mexico