

Company Number:	4157379	
Charity number:	1086179	(England)
	SC042906	(Scotland)

Alpha International
(A charitable company limited by guarantee)
Trustees' report and
Financial statements
For the year ended 31 December 2023

Alpha International

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Letter from the Chairman

It is wonderful to hear of lives transformed around the world as more and more people come to know the love of Jesus through Alpha.

Around 1.8 million people participated in an Alpha course in 2023, more than ever before in a single year — some 600,000 of those attended Alpha Youth. There were 39,000 courses running in churches and organisations of all denominations in 148 countries - but there is still so much to be done.

Thank you for your prayers, encouragement, and support, which helped make all this possible.

With best wishes,
Nicky Gumbel

Alpha International (A charitable company limited by guarantee)**Trustees' report for the year ended 31 December 2023**

The Trustees, who are also directors of Alpha International ('AI'), are pleased to submit their annual report and audited financial statements for the year ended 31 December 2023. The Trustees have adopted the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities" Charities SORP (FRS 102), the Companies Act 2006 and applicable UK accounting standards in preparing the annual report and financial statements of the charity.

Reference and administrative information

Full name of charity	Alpha International
Directors/Trustees	The Revd Nicky Gumbel Mr Bernard Mensah (resigned 23 March 2023) Dato Hong Yeoh Mrs Rebecca Stewart The Revd Al Gordon Datuk Kathleen Chew Mr David Gardner (resigned 25 September 2023) Mr Robert Gruenewald Mr Andre Joseph The Right Revd John Alexander Kirkpatrick (Sandy) Millar (re-appointed 21 August 2023) The Revd Richard Michael Coates The Revd James Matthew Mallon Mrs Gabriella Helland Ms Fopefoluwa Adelowo The Revd Stephen Foster (appointed 25 July 2023) Mrs Angelina Hutchinson (appointed 24 July 2023) Mr Mark Hutchinson (appointed 27 July 2023)
Secretary	Mr Jon Shippen
Company number	4157379
Charity number	1086179 (England) SC042906 (Scotland)
Registered office and address	Holy Trinity Brompton, Brompton Road, London, SW7 1JA
Bankers	National Westminster Bank, 186 Brompton Road, Knightsbridge, SW3 1HL
Auditors	Moore Kingston Smith LLP, 9 Appold Street, London, EC2A 2AP

ALPHA INTERNATIONAL OVERVIEW

Alpha International is governed by its Memorandum and Articles of Association and is constituted as a company limited by guarantee registered in England and Wales (number 4157379) and is registered as charity in England and Wales (charity number 1086179) and in Scotland (charity number SC042906).

Our vision at Alpha International is the re-evangelisation of the nations, the revitalisation of the church and the transformation of society. Our mission is to equip the church to help people discover and develop a relationship with Jesus. Alpha International operates within a global federated partnership framework. Over 46 countries have locally staffed offices called National Alpha Offices (NAOs). They work closely with regional and global teams to grow Alpha in their context, train leaders, support hub churches and translate resources.

There are seven members of AI who appoint new trustees on the recommendation of the existing trustees. On being appointed as trustees, new trustees are provided with guidance explaining their role and responsibilities as trustees of the charity. All new trustees are fully briefed on the activities and vision of AI and they pursue the independent interests of the charity notwithstanding their separate responsibilities in other organisations.

The Board meets formally four times per year to discuss and approve major strategic matters, including the annual budget. There are also two Board sub-committees: a Finance and Risk Committee, which meets four times per year in advance of each Board meeting, and a Remuneration Committee (AI RemCo), which meets twice per year. There is regular contact and consultation with trustees outside of board meetings on matters arising.

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Alpha International was created to carry on the charitable work that Holy Trinity Brompton (HTB), an Anglican Church in London, had commenced beyond its own parish boundaries. The rooting of Alpha's courses within a church community is integral to the values of Alpha International which is always intended to be 'by the church and for the church'. HTB and Alpha International operate a shared services model for some of the support and back-office functions, which is fully detailed in the accounting policies (Note 1). Further details relating to transactions with HTB and other related parties are shown in Note 19 to the financial statements.

In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'. The trustees believe that Alpha provides a benefit to the public by:

- Providing an opportunity for every member of society to explore the big questions of life and the Christian faith free of charge in a wide variety of geographic locations in the UK and overseas in churches, prisons, workplaces, universities, homes, and other local venues;
- Building a better society by providing courses for the strengthening of marriage; and
- Helping people develop their understanding and knowledge of the Christian scriptures and grow in their personal faith through '*The Bible with Nicky and Pippa Gumbel*' daily bible commentary.

The trustees are committed to maintaining the highest legal and ethical standards in the way the charity undertakes its fundraising activities. All fundraising is conducted by staff employed by AI and in collaboration with other National Alpha Offices. Alpha International does not use any external fundraisers or commercial participators. AI is registered with the UK Fundraising Regulator and committed to abide by the Code of Fundraising Practice and to the Fundraising Promise.

Alpha International takes precautions in our fundraising to ensure the protection of the public, including vulnerable persons from unreasonably intrusive or persistent fundraising approaches, and any undue pressure to donate. Our fundraising team takes seriously any expression of dissatisfaction we receive regarding our fundraising practice and aims to resolve any complaints as quickly as possible. Our policy is to escalate the issue internally to the Alpha International Chief Executive Officer. If the complaint cannot be resolved, it will be further escalated to the Chair of the Board of Trustees, who will nominate an independent trustee to consider the merits of the complaint and any resulting actions. If necessary, we will contact the Charity Commission for advice and guidance. In addition, AI has a Gift Acceptance Policy to protect the charity against bribery, money laundering and corruption, and association of the charity to unfavourable sources of funds. During the 2023 fiscal year there were no fundraising complaints.

Alpha International is committed to ensuring the careful use of data in line with General Data Protection Regulations (UK GDPR) and monitors the use of data, particularly regarding donor data for fundraising purposes. Our Privacy Policy covers how we use this data and gives donors the option to opt out of any contact or make a formal complaint. As a global organisation, we monitor the relationships we have with donors across the world and seek to maintain a consistent standard of stewardship based on the guidance of the Code of Charity Commission and Fundraising Regulator Practice and the Fundraising Promise.

The joint arrangement with Alpha Canada, which commenced in 2003, continues to enable the parties to conduct activities effectively by pooling resources. The joint committee supervises, directs and manages this arrangement. The incoming resources provided by Alpha Canada for the year ended 31st December 2023 were £1,930,022 (2022: £136,023). Note 19 to the financial statements details this and other related party transactions.

Alpha International also collaborates with other National Alpha Offices within the global federated partnership framework on global projects that further the achievement of the global vision.

Activities

Alpha International's activities include the Alpha course, The Marriage Course (TMC) and The Pre-Marriage Course (TPMC), Leadership Conference (LC), and The Bible with Nicky and Pippa Gumbel (BNAP). Internationally, the approach of Alpha International and third party organisations that it works with under the global federated partnership framework (mainly NAOs) includes:

1. Serving and equipping the following geographical areas (Asia Pacific, Sub-Saharan Africa, Europe-Middle East-North Africa, the UK, the US, Canada, and Latin America) and the NAOs they represent as they serve and equip churches to run Alpha;

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2. Training and equipping a network of thousands of volunteers worldwide who run Alpha in churches and other locations and help establish Alpha in new locations;
3. Supporting regions and the network of NAOs throughout the world, bringing global teams together for the Leadership Conference and key training events;
4. Providing operational support for the production, translation and distribution of core Alpha materials, which encourages the running of best practice Alpha courses and releases local church leaders to focus on their guests;
5. Offering churches promotional tools and resources to mobilise their congregation to invite guests to Alpha;
6. Developing and maintaining AlphaNow, Alpha's bespoke video conferencing platform, tailor-made for running Alpha courses online;
7. Fostering expertise in ministry areas where Alpha is most effective when suitably tailored, creating resources and training practitioners; this includes Alpha for Youth and Alpha in the Catholic context;
8. Supporting other related ministries (e.g. The Marriage Course and The Bible with Nicky and Pippa Gumbel) in training leaders, promoting those courses, and creating resources.

Remuneration Policy

At Alpha International, we place great value on our highly talented, dedicated and passionate staff team, without whom we could not deliver against our vision, mission and goals. Our remuneration policy is aimed at ensuring that pay is competitive within our sector, rewards staff fairly and enables the staff team to feel valued.

Our principle is to reward staff, irrespective of seniority, informed by the following:

- **Fairness** without discrimination and aligned to non-profit sector benchmarking data in the UK where available
- **Differentiation** to reflect a combination of what is achieved and the way in which it is achieved
- **Compliance** with all local legal and regulatory requirements
- **Affordability** with good stewardship
- In line with at least the **London Living Wage** for London-based staff and the **Real Living Wage** for UK regionally based staff

Alpha International has an established Remuneration Committee (AI RemCo). Its purpose is to provide oversight of AI's remuneration policy as it pertains to AI employees with the aim of ensuring that these employees are rewarded fairly and consistently – and in alignment, where we can, with HTB Group remuneration and benefits for staff in the UK – within the governance and stewardship parameters set for the organisation.

2023 STRATEGIC REPORT

Achievements and Performance

We would like to take a moment and share with you a few highlights from 2023. There were many to choose from, but here are our top ten:

1. Within the context of our overall vision, we launched Alpha's 2033 vision to our staff team, donors and churches. Alpha International's vision is for everyone, everywhere to have the opportunity to explore faith through Alpha by 2033. As we look forward to the 2000th anniversary of the resurrection, we hope to make exploring faith in Jesus as accessible as possible, so that millions more might encounter the love of God.
2. Alpha International hosted the Leadership Conference 2023 (LC23) at the Royal Albert Hall, with many joining from around the world and many also participating with LC23 Online. During the week of LC23, we were also able to host an event called 'The Next Decade Day' where we shared our 2033 vision to strategic church leaders from across the world. We ended the LC23 week with a staff day in London, celebrating together and looking ahead as a team to the next 10 years.
3. In collaboration with Alpha International USA IP, LLC. ('AIUSA'), we supported development activity for two new Alpha products: the new Alpha Youth Series (AYS), currently scheduled to launch in late 2024, and the new Alpha Film Series (AFS), currently scheduled to launch in 2026.
4. The National Alpha Office in Malaysia commenced building work on the Alpha Creative Hub (ACH), which is located in Kuala Lumpur and will focus on the production, translation and contextualisation of Alpha materials to be used globally.

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5. Further investment was made into Leadership Development. Notably, 2023 saw the completion of the Global Emerging Leaders' Cohort (GELC), including two in-person gatherings during the year for a cohort of 27 talented ministry-facing leaders.
6. A global fundraising campaign was launched in collaboration with Alpha USA, starting with a quiet phase in 2023. This campaign has been well received by prospective donors, resulting in a significant increase in current year and pipeline income.
7. An additional episode for The Marriage Course series called 'Marriage and Ministry' was released through 'The Marriage Course Experience' (TMCE) designed specifically for church leaders. NAOs ran TMCE simultaneously with TMC in Q1 of 2023.
8. Several AI staff attended World Youth Day in Lisbon, Portugal, and held significant visibility through a stand at the vocational fair, with 60k+ young people in attendance. 1,000+ young people and leaders were welcomed to a local Hub church to 'experience Alpha' in person and 1,500+ follow-up requests received.
9. AI rebranded Bible in One Year (BiOY) to 'The Bible with Nicky and Pippa Gumbel' (BNAP) which was launched in Q4 of 2023.
10. A global marketing campaign 'Stay Curious' was launched with many NAOs adopting this campaign and contextualising elements to fit their contexts, utilising consistent creative elements for a joined up global marketing campaign. This campaign was born out of significant research conducted in the UK.

We are very excited and expectant for all that is to come in 2024!

Church Engagement Framework strategy

The Church Engagement Framework team continues to seek to serve regions and national offices in their work as they equip the church in its mission to help people discover and develop a relationship with Jesus. In 2023, we continued to grow the global events hosted in London at HTB for strategic church leaders, pastors and priests. For the first time we hosted two Global Experience Alpha events, in February and October, which saw over 200 strategic church leaders who have not yet run Alpha, or are very new to it, attend. The aim of the event is to help them understand Alpha and the culture behind it, as we showcase the story behind Alpha at HTB. These events have proved to be very helpful for National Alpha Offices and we will continue to support them with this event in 2024, as a key 'explore strategy'. Leadership Conference is a key event across Alpha and a highlight was having over 100 strategic leaders from Australia, US and Canada at the 'Come and Learn' event where leaders came to HTB for 1.5 days to be inspired by leaders from HTB and Alpha. The event will be run again in 2024.

In 2023, the pilot documentary style training and envisioning film, which demonstrates how to run Alpha by telling the story of different churches in New York City, was filmed by Alpha USA, who also launched a trailer for the series. The complete film will be released in 2024. A highlight from 2023 was sharing best practices through two online Church Engagement Framework (CEF) forums with over 100 global staff attending each forum. In the first forum, we explored the 'Build Measure Learn' approach and shared what learnings various offices had around church acquisition, retention, reactivation, and drivers of growth in number of courses and participants. In the second forum, we took a deep dive into the best retention strategies that are being implemented globally. Considering the planned launch of the new AYS in late 2024, we will work closely to align the CEF and Youth teams. We plan to collaborate and develop the new youth training materials and resources to ensure that church leaders and priests, individuals and parents are well equipped to run successful Alphas for youth, together with due consideration for safeguarding factors. We will run The Open Generation event on the morning after LC24 (8 May) inviting global strategic church and youth leaders to look ahead to the launch of the new AYS and invite them to partner with us in this unique opportunity to reach Gen Z and Gen Alpha.

We closed the year with 625 Hub churches, who play a key role in our 'extend' strategy, which is an increase of over 100. The Alpha Collective continues to prove successful with two events held in March and November with over 310 strategic church leaders from all over the world attending and being invited to become Hub Churches. Alpha Malaysia held a conference for the wider AP region, as part of a regional gathering, which hosted over 509 guests. We also welcomed over 550 strategic and Hub church leaders to 'The Next Decade Day' after LC23 which envisioned them for the part they can play in Alpha's 2033 vision. In 2024, we are encouraging regions to develop their Hub Churches so they can run their own contextualised events with USA, Latin America, Africa and Asia Pacific country and regional teams already planning their events. We are therefore only running one global Alpha Collective in London in 2024.

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We will continue to find ways to listen, innovate, share best practices and resources across regions and national offices as together we work towards seeing 100 million people having the opportunity to explore a relationship with Jesus through Alpha by 2033.

Leadership Development

In 2023, we continued to invest into developing and retaining our leaders. We hosted two in-person gatherings for a cohort of 27 talented emerging leaders in national offices. In addition, we continued to coach and upskill key leaders across ten strategic NAOs through in-depth current state review processes. Overall, the countries included in these initiatives grew by nearly 50%, further strengthening our plans to increase our focus on Leadership Development over the coming years.

Global Governance

Global Governance remains a critical priority of AI, as we strive to achieve the global growth objectives and ambitions of the 2033 vision. In 2023, we initiated the review and renewal of the global federated partnership framework agreements with National Alpha Offices and participating third party organisations (termed 'Alpha Offices') around the world, who promote and champion the furtherance of the Alpha ministry in their countries or territories. These agreements clarify how we work together and enable us to comply with legal and regulatory requirements and to enhance global risk management.

Ongoing collaboration with key strategic National Alpha Offices and our support of the establishment of new strategic international entities remain key enablers to positioning the global organisation to achieve the ambitious goals of the Five-Year Global Alpha Business Plan. During 2023, a collaboration with Alpha USA was developed to provide the governance and legal framework for the implementation of the Global Fundraising Campaign.

In 2023, the team continued to embed effective and enabling risk management within Alpha International and across the regions globally. Regular dialogue with regional and central function team leads has supported the embedding of the organisation's risk awareness, including the role that effective risk management plays in helping Alpha achieve its vision. AI is continuing to mature in its adoption of proactive and effective risk management in strategic planning, central function activities, and collaborative global projects, such as the development of the Alpha Creative Hub, the Global Enablement Programme, and Leadership Conference 2023. Risk awareness is also strengthened by the representation of the risk team in key regular ongoing working groups such as safeguarding, data protection, and global fundraising. Monitoring visits were conducted to three countries during the year to support global risk management.

Major risks identified through risk assessments or monitoring reviews are reviewed regularly at the AI Finance and Risk Committee, which is the forum established to assist the Board in fulfilling its oversight responsibilities by reviewing and monitoring AI's finances and risks.

Further work is required in 2024 to ensure that proactive risk management is fully adopted across all teams within AI and that regions adhere to updated reporting requirements relating to risk identification and management. In 2024, the risk and governance function will continue to provide both control and advisory internal services – both critical elements of the function's strategy and support to the global organisation.

Digital and Impact

Our strategic initiative to provide a scalable and robust infrastructure foundation for Alpha's digital products continued at pace in 2023. We further strengthened the security of our systems by implementing a new private network and we achieved some key milestones in the development of our new technology platform, including real time integration between our applications and in-country Alpha databases. This hidden work has unlocked opportunities for exciting digital product innovation in 2024.

Throughout the year in 2023 we delivered iterative enhancements to our course administration tools, making it easier for churches to register and run courses. We launched a new and improved version of the "Find-A-Course" tool on our global websites, making it easier for people to join a course. With the rise and rise of mobile technology, we initiated development of two new strategic products in 2023: an Alpha Leaders mobile app and an Alpha Course Guest app. The Leaders app aims to provide easier access to Alpha content, especially for course leaders in the Global South. The

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Guest app will provide a self-directed digital experience to accompany the Alpha course itself, aiming to improve the impact of the course on guests' lives. Both of these applications will be launched in targeted markets in 2024.

In 2023 we also made great headway in our long-term initiative to measure the effectiveness of the Alpha course. Having established a framework and mechanism to gather this information directly from Alpha course guests in a consistent and systematic way, we worked together with National Alpha Offices to test this methodology in 10 countries, receiving responses from over 600 guests. The rich data we have gathered has provided useful insights both for Alpha and for our church partners. We look forward to continuing with the roll out of this initiative in 2024.

Catholic Context

In 2023, over 5,000 Catholic churches globally ran Alpha, and we saw a significant increase in the number of participants, with over 200,000 people experiencing Alpha in a Catholic context.

In February, together with Nicky and Pippa Gumbel, we attended 'Global2033', a gathering of over 100 Catholic leaders that took place in Rome. This 3-day event brought together the leaders of over 70 evangelisation focused movements and organisations with the intention of praying together and exploring opportunities for collaboration, all in the context of a common vision to make the gospel available to everyone on the planet by 2033.

In May, for the first time we celebrated Mass on both days of LC23. Approximately 400 delegates attended Mass each day with 4 Bishops and 75 priests concelebrating the Masses. The feedback from Catholic delegates at LC23 was overwhelmingly positive.

The opportunity and need to equip the Catholic Church in reaching the next generation is a priority for Alpha and for this reason, we have recruited a Global Catholic Youth Director, who is based in Australia and works on both Alpha Australia and global Catholic initiatives. This role is responsible for developing and leading the strategy for growing Alpha Youth in the Catholic Church globally and providing strategic direction and support to regional and national Catholic youth coordinators.

The opportunity and need to equip the Catholic Church in reaching the next generation is a priority for Alpha. In 2023, we began to develop a strategy for growing Alpha Youth in the Catholic Church globally and are working to support regional and national Catholic youth coordinators.

With World Youth Day (WYD) taking place in August, we launched the 'More Than A Moment' campaign as an integrated pre and post-WYD strategy to aid national and regional offices in supporting local churches and communities with running the Youth Alpha course. This was translated into six languages and focused on engaging new communities exploring Alpha as well as supporting already engaged dioceses, parishes and schools. At WYD itself, we partnered with the global community Chemin Neuf by delivering workshops on leadership as well as an 'Experience Alpha' event at their pre-WYD gathering. At WYS, we connected with Bishops and leaders from around the world and hosted two stands at the vocational fair, sharing information about Alpha and merchandise. We also hosted Experience Alpha events at one of our Hub churches each day. Two members of Alpha's senior leadership team spoke at 'The Change' event in Lisbon with 45,000 people, where the new AYS trailer was launched.

We continue to seek opportunities to envision strategic Catholic Church leaders about the role Alpha can play in the renewal of their dioceses. We hosted a small group of delegates at a Hub church in Chicago in September, and in November we hosted over 68 Bishops, Vicar Generals, Diocesan staff and parish priests from around the world at the Alpha Collective event at HTB. Alpha Collective included Mass each day at the Oratory, a welcome lunch for all Catholic delegates, a seminar for Bishops and Vicar Generals to learn from one another in the context of diocesan renewal, and a visit to a Catholic Hub church in Richmond. Initial feedback was extremely positive, and impact will continue to be monitored in terms of new hub churches.

Finally, in November, we attended the '[Called, Transformed and Sent - CHARIS](#)' gathering in Rome at the Vatican. Alpha contributed to a workshop on unity and Nicky Gumbel spoke to nearly 3000 people about Alpha and also shared Alpha's 2033 vision at a smaller gathering of leaders of Catholic organisations. We were delighted that our partners from Divine Renovation were also in attendance, sharing their vision and referencing the 'disproportionate fruit' they have seen through years of running Alpha.

Alpha International (A charitable company limited by guarantee)**Trustees' report for the year ended 31 December 2023****Marketing**

In 2023, we held our first Leadership Conference at the Royal Albert Hall since the pandemic on the 1st and 2nd May, and sold out the 5k seat capacity. It was hosted by Nicky and Pippa Gumbel, with interpretation into 7 languages. The theme for the conference was 'Lift your eyes' and the programme included powerful worship, prayer ministry, interviews, talks and breakout seminars set across two full days.

LC23 Online took place three weeks after the in-person conference, on the 24th and 25th May, across 4 time zones and with interpretation into 13 languages. We were delighted that over 53,000 people from 143 countries registered for LC Online.

Some key highlights from LC:

- We grew our email list and our social media following;
- We were able to cross-promote Alpha and further bridge the thinking between LC and Alpha; and
- We produced the most integrated Bible in One Year (BiOY), digital campaign we had ever done, that drove the highest referral traffic to the LC website. This product has since been renamed The Bible with Nicky and Pippa Gumbel (BNAP).

In 2023, the marketing team helped to create the branding, core messaging and assets to successfully support the launch of the 2033 Vision "Alpha for Everyone" globally.

In collaboration with the Alpha UK team, the 'Stay Curious Guest Invitation' campaign was created and distributed. The Guest Invitation is a suite of marketing materials to help enable leaders to promote their Alpha courses and to invite potential Alpha guests to explore faith through Alpha. This set of marketing assets was designed to make it easy for churches around the globe to mobilise their congregations to invite someone to Alpha. The campaign has been used widely around the world. It has been wonderful to see how our global marketing teams have put their unique spin on the campaign to contextualise the assets for their local markets, and we have seen lots of creative and innovative ways that churches have been using the assets on social media.

The Marriage Courses

The four strategic priorities for The Marriage Course (TMC) and The Pre-Marriage Course (TPMC) in 2023 were: improving digital platforms, supporting church leader marriages, piloting the greater evangelistic positioning of TPMC and supporting in-progress translations. We are pleased to report that an additional 10 translations of TMC were launched increasing global accessibility and taking the total number of translations for TMC to 45. National Alpha Offices (NAOs) in 15 countries hosted a global event, 'The Marriage Course Experience', where church leader couples were invited to join the course which included a new, exclusive episode, "Marriage and Ministry". The event was very well received, and we are delighted that many NAOs will be hosting the event again in 2024. Having received a generous donation, we began work on a new global website, which we plan to launch in Q1 2024. This new website will have a brand new 'find-a-course' feature to enable couples to easily search for and find the course that best suits them, whether in-person or online.

The Bible with Nicky and Pippa Gumbel (formerly Bible in One Year)

2023 was exciting for the team as we changed the name of 'Bible in One Year' to 'The Bible with Nicky and Pippa Gumbel' (BNAP) to gain more distinctiveness in a crowded marketplace.

During the year, the team ran several exploration pieces to inform how our youth content should look to best engage 11-16 year olds. We have invested in migrating our content management system to a new, more stable and more flexible platform. We are nearly ready to launch 'Single Sign On', which will allow users to sync their progress across different devices and lay the foundation for us to be able to add functionality such as bookmarking and note taking into the app.

Our global app users continued to grow across iOS and Android apps (to over 450k) and our website visitors surpassed 1.5 million. Our podcast listeners were also up 62% to over 14.5k.

2024 will see us focussing on new audio-visual ways of delivering The Bible with Nicky and Pippa Gumbel content in line with current online trends. We will be testing various ways of doing this to find out how we can best engage new

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users and serve our existing userbase. Within the app we will be focussing on adding in already-proved habit-building features such as reminders and streaks, as well as continuing to partner with our team of translators around the world to support excellence in all available languages. Internally, our focus will be on streamlining our data collection process so that we can use the data to inform and track the impact of all decisions impacting our users, from content to app functionality.

Alpha Youth Series and Alpha Film Series

In 2023, in collaboration with Alpha International USA IP, LLC. ('AIUSA'), we supported development activity for two new Alpha products: the new Alpha Youth Series (AYS) and the new Alpha Film Series (AFS).

Alpha Youth Series (AYS)

AIUSA, working with production partners, completed the development phase of the new AYS in mid-2023. Over the year, seven young hosts were confirmed, experts and stories were identified, and a writing team are updating the scripts. The launch of the series is anticipated to be in late 2024. A global marketing campaign will coordinate the launch across multiple countries and training content will be delivered in each language to compliment the series. Through 2024, content (stories and vox pops) will also be filmed for the 8 contextualised versions, with the first of these (Latin America and Asia Pacific) due to launch in mid-2025.

Alpha Film Series (AFS)

We are remaking the current Alpha Film Series, in collaboration with Alpha International USA IP, LLC to refresh it for the next generation.

The primary aims of this new film series are to:

- Update and refresh content to make relevant for 2026 target market;
- Rework the theology in the scripts to ensure they comply with the current gold standard;
- Increase the level of humour throughout;
- Keep storytelling at the heart of the narrative (personal story is the most powerful way to convey the message); and
- Design in such a way that allows large scale translation and contextualization at pace and cost effectiveness.

The launch of the core product is anticipated for Q1 2026. Once complete, the new series will be translated into multiple languages and will include contextualised versions for different parts of the world.

Alpha Creative Hub and Contextualisation

AI has been collaborating with National Alpha Office in Malaysia in its development of the Alpha Creative Hub (ACH) in Kuala Lumpur. The ACH began its build in Q1 2023 and was completed in December 2023. The ACH will enable the production, translation and distribution of select core Alpha materials to be used globally. The ACH will also play a key role in developed contextualised version of these materials for different part of the world.

Alpha Youth

2023 was an exciting year for Alpha Youth, with over 23,000 Alpha Youth courses run and over 660,000 participants globally. In 2023, the Alpha Youth team began to focus on the launch of the new Alpha Youth Series scheduled to launch in late 2024, supporting Alpha International USA IP, LLC. ('AIUSA') on the new series and working closely alongside the other central function teams, including product, marketing, digital, impact and CEF to strategically align our plans to launch AYS as successfully as possible.

We also began the process of reviewing and rewriting the training resources for Alpha Youth in 2023. This has involved a collaborative approach with the CEF team and other Alpha youth teams based in regions and countries. We started by listening to their feedback on existing training resources and understanding the trending questions, the needs of the local church and the ways in which we can better support our churches. We then developed a 'contextualised training'

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suite that exists to compliment the core training and give specific training to certain contexts (e.g. peer to peer hosts, leading as parent and catholic context, with an aim to best equip the church in running Alpha).

In 2023 the Alpha Sub-Saharan Africa regional team based in South Africa and Kenya, launched 'Alpha Youth Talks Africa' (AYTA). AYTA is a video series adapted from the global Alpha Youth live scripts, presented by African voices. The content mirrors the current Alpha Youth series – 13 episodes, with the same theological content and discussion questions, exploring timeless questions about life, faith and God for a new generation. The fresh African presentation makes this series a powerful tool for engaging in more evangelism conversations with young people across our continent.

At the Leadership Conference in 2023, we also hosted the first Circles and Spaces event which gathered youth leaders from all the world. Here, we were able to create a space to listen, learn from young leaders and equip them with the values and culture of Alpha Youth. Alongside this, we have continued to produce and release the Circles and Spaces podcast, that exists to empower youth leaders around the world. We heard from different leaders from diverse backgrounds and have seen over 5000 downloads globally.

Future Plans

We have significant dreams and plans for 2024. Our key focus areas include:

- Supporting the completion of the new Alpha Youth Series, in collaboration with AIUSA, and preparing the organisation to launch AYS globally
- Progressing with a multi-year global fundraising campaign
- Running Leadership Conference 2024, hosted at the Royal Albert Hall
- Hosting strategic church leaders at 'The Next Generation Day' discussing AYS after LC24 to Hub churches and Alpha leaders
- Managing ongoing launch activities of the rebranded 'The Bible with Nicky and Pippa Gumbel'
- Focusing on growing Alpha in key contexts (e.g. Youth, Catholic)
- Launching a new Marriage Courses global website, designed to simplify both running and attending TMC online
- Accelerating key digital projects, both guest and leader focussed, including piloting a guest app and further work on developing MyAlpha
- Strengthening the development and management of Alpha's core materials (e.g., AFS, AYS, TMC, BNAP)
- Supporting the NAO in Malaysia with the Alpha Creative Hub in Kuala Lumpur and production work beginning there in 2024
- Strengthening the Church Engagement Framework strategy across Alpha globally
- Enabling regional and country teams to grow Alpha in their contexts
- Investing in Leadership Development and Capacity Building

These plans can only be achieved with continued close collaboration and engagement with strategic National Alpha Offices that have extended their activities to include global activities that will support our achievement of the ambitious global objectives of the 2033 vision.

Financial Review

Results for the year

The SoFA for the year shows an operating surplus of £7,687 (2022: £1.49m). A total of £2.8m of unspent restricted funds have been carried forward to be spent in 2024. Cash in hand at the end of the year amounted to £5.16m, an increase of £0.42m over 2022, which was chiefly due to a large portion of unspent restricted funds received in 2023 carried forward into 2024.

Income derived from voluntary donations for the year was £19.23m compared to £16.37m in 2022. The increase in total voluntary donations of £2.86m year on year, was due to more income raised as a result of the global fundraising campaign launched in April 2023 in collaboration with Alpha USA.

Alpha International (A charitable company limited by guarantee)**Trustees' report for the year ended 31 December 2023**

Income from other sources (sales, conferences, royalties, and interest receivable) was £1.14m compared to £0.45m in 2022. This large increase in income from other sources is mainly due to booking income for Leadership Conference 2023 being held at the Royal Albert Hall in person after the COVID-19 pandemic. Expenditure increased by 35%, totalling £20.64m in 2023 compared to £15.34m in 2022. The large increase in total expenditure was mainly due to new projects started in 2023 (AYS, AFS, Alpha Creative Hub building) and further investment made into Leadership Development and Leadership Conference 2023.

General Funds & Reserves Policy

The Trustees believe that Alpha International is reliant on God's provision for the financial resources that it needs to fund its work. Consequently, the policy of the charity is not to build up significant reserves; and wherever possible to expend income received during the course of each financial year on its purposes. However, in order to ensure that the charity is able to manage its operational cashflow needs, the Trustees aim to hold working capital sufficient to cover two to three months' expenditure. Free reserves at 31 Dec 2023 were £1.76m (2022: £1.59m) which represents roughly one months' working capital requirement based on the 2024 budget. As our current reserve level is below our target, the Trustees agreed to continue to build a free reserve in 2024 and beyond that is sufficient to cover between two to three months' expenditure.

Specified Funds

Specified funds (restricted funds) comprise donations given for the use of Alpha in a particular geographical area or for a particular ministry purpose. At 31 December 2023, the balance on restricted funds amounted to £2.8m (2022: £2.4m).

Policy on grants

The board's policy is to pursue its charitable objects by making supportive grants to charities with similar objectives where that is the most effective approach. Most of these grants are sent to other National Alpha Offices and Alpha Offices around the world, who are ideally equipped to support and grow Alpha and the related ministries in their local contexts. Grants totalling £8.61m were made during the year (2022: £5.73m).

Trustees' responsibilities

Company law requires the directors to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of the surplus or deficit of the charity for that year. In preparing these accounts, the Trustees (who are also directors of the charity) are required to:

- select suitable accounting policies and then apply them consistently;
- comply with applicable accounting standards, including FRS 102, subject to any material departures disclosed and explained in the financial statements;
- state whether a Statement of Recommended Practice (SORP) applies and has been followed, subject to any material departures which are explained in the financial statements;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 as amended by The Charities Accounts (Scotland) Amendment (No. 2) Regulations 2014. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Risk Management

The trustees have conducted a review of the major risks to which the charity is exposed. A risk register is reviewed by our senior leadership and is updated at least annually. Where appropriate, systems and procedures have been established to mitigate the risks that the charity faces. Procedures are in place to ensure compliance with health and safety of staff, volunteers and visitors. Our governance team oversees a risk management system which is reviewed

Alpha International (A charitable company limited by guarantee)**Trustees' report for the year ended 31 December 2023**

quarterly and managed at a global, regional and national level to help us ensure we are aware of risks and able to take effective action in a timely manner.

The schedule of major risks and mitigations identified by the board is set out below:

Risks	Mitigations
1. Alpha International fails to act with integrity or in the best interests of those whom it serves.	<ul style="list-style-type: none"> • Vision and values are clearly defined and integrated into the running of the organisation. • Oversight structures are in place for senior leaders and staff.
2. Inadequate plans for succession in relation to key roles jeopardise the future of the organisation.	<ul style="list-style-type: none"> • An executive level group (ExCo) is established, together with a core operating group (COO function) and a regional operations working group, as part of healthy succession planning and to ensure risk is spread across a wide group of senior leadership. • Succession planning for other key roles is ongoing.
3. Alpha International has launched vision 2033, a global strategy, and a global fundraising campaign, which will raise significantly larger funds for Alpha's global activities. The extent of organisational change may present both operational risks (legal, people, financial) as well as strategic risk (challenges to meet largescale strategic goals).	<ul style="list-style-type: none"> • Organisational change is being led by the executive level group (ExCo) with delegation to specific working groups to manage the scaling of the organisation, together with the existing risk management and regional operating working groups. • Advice from external advisors is obtained where required, as part of effective risk management. • The Global Enablement programme (systems and process) is underway to enhance the effective and accountable stewardship of greater funding received under the Global Campaign.
4. Reputational damage negatively impacts on the activities of Alpha International. Theological differences result in a breakdown of relationship with Alpha offices, churches and/or other key stakeholders.	<ul style="list-style-type: none"> • Threats of reputational damage and risks to relationships with key stakeholders are monitored and assessed via formal and informal processes as part of ongoing risk management. • Crisis management communication processes are in development to enable effective and timely engagement with key stakeholders in the event of a threat to reputation or relationships.
5. AI Board governance is not properly managed resulting in poor decision-making, lack of compliance with regulatory requirements and reputational damage. Network around the world based heavily on relationships rather than appropriate legal and governance frameworks, with the potential for poor brand and product control and risk of reputational damage.	<ul style="list-style-type: none"> • Board members are selected to ensure the right skills, expertise and experience exists at the AI Board. A board Risk and Finance committee supports the board's decision-making and effective oversight of Alpha International. • Risk reporting takes place quarterly through a global dashboard, which is used to record risk and mitigating actions and work closely with the board committee on these issues. • Updated Federated Partnership and licencing agreements are in place for the term 2024 to 2026, following a renewal process in 2023, outlining how AI partners with National Alpha Offices (NAOs) and licences the Alpha ministry, brand and products to both NAOs and Alpha Offices.
6. Lack of adequate disaster recover planning exposes the organisation to risks from which it is unable to recover in the event of a disaster.	<ul style="list-style-type: none"> • Key IT systems are set to failover between head office and backup site in the event of disaster, with extra cold site available outside of London. Cloud-based systems will remain available as servers dispersed across the UK and Europe and reliant only on an internet connection. • Critical data and key systems subject to robust backup process and internal/external monitoring. Security in place to detect, report on, and eliminate threats.
7. Information or communications technology compromised, or critical data lost through cyber-attack.	<ul style="list-style-type: none"> • Significant investment continues to be made in digital architecture and IT security to provide and monitor a robust and resilient platform. Cyber insurance is in place to cover us in the event of cyber-attack, cybercrime, data breach or loss of business income.

Alpha International (A charitable company limited by guarantee)**Trustees' report for the year ended 31 December 2023**

8. Exposure to financial penalties and reputational damage due to data protection breaches, or due to other legal matters, third-party rights issues, or regulatory non-compliance.	<ul style="list-style-type: none"> Alpha International has formed a GDPR working group to help manage global relationships and ensure compliance. In addition, there is onboarding and on-going training and upskilling of staff. AI has internal general counsel and there is solicitation of external advice when necessary. Appropriate levels of indemnity and liability insurance coverage in place.
9. Lack of sufficient income and/or inadequate cashflow results in an inability to meet salary and creditor payments. Insufficient funding is raised for the right needs at the right time under the Global Campaign, resulting in curtailment of certain priority projects or growth initiatives.	<ul style="list-style-type: none"> Alpha holds 1-month reserves to cover cashflow fluctuations. AI is building reserves to extend the coverage to 2-3 months' cash reserves. The funding pipeline is closely monitored, and action taken where there are concerns that funding will not match expenditure during the year and we are seeking to diversify our funding sources. AI leadership is closely involved in relationships with financial partners and in spreading the exciting vision 2033. Relationships with service providers are carefully managed to ensure no commitments are made for strategic project activities without required funding. Investment is being made to build the capacity of the fundraising team and operations to grow and sustain higher levels of revenue for the current and future needs of the organisation.
10. Safeguarding incidents take place. A church running the Alpha course or using any of Alpha 'products' or content in a way that could be manipulated for the purpose of harm and abuse.	<ul style="list-style-type: none"> Alpha International has clear published and adopted policy and reporting procedures and it provides training for staff. Alpha has a Safeguarding sub-committee, which meets quarterly to review and develop policies and procedures, consider current or possible safeguarding matters, discuss training, etc.

Auditors

Moore Kingston Smith LLP were appointed to carry out our audit for 2023.

The Trustees' Annual Report is approved by the trustees of the Charity. The Strategic Report, which forms part of the Annual Report, is approved by the trustees in their capacity as directors in company law of the Charity

By order of the Board



Revd. Nicky Gumbel (Chairman)

Date 3rd May 2024

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALPHA INTERNATIONAL

Opinion

We have audited the financial statements of Alpha International ('the company') for the year ended 31 December 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended.
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended) and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the strategic report and the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALPHA INTERNATIONAL

- the strategic report and the trustees' annual report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 or the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 11, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report to you in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALPHA INTERNATIONAL

material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended), the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALPHA INTERNATIONAL

Use of this report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company and charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

A handwritten signature in black ink that reads "Moore Kingston Smith LLP".

James Cross (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP, Statutory Auditor

9 Appold Street,
London
EC2A 2AP

Date: May 22, 2024 | 10:37 AM BST

Alpha International

Statement of Financial Activities for the year ended 31 December 2023

	Note	Unrestricted funds	Restricted funds	Total	Total
		2023 £	2023 £	2023 £	2022 £
INCOME					
Donations and legacies					
Donations under gift aid	2a)	355 495	118 240	473 735	210 830
Other donations and similar income	2b)	6 391 674	12 366 934	18 758 608	16 157 517
		6 747 169	12 485 174	19 232 343	16 368 347
Charitable activities					
	2c), 6	1 366 121	-	1 366 121	447 862
Other income					
	2d)	47 552	-	47 552	5 460
Total income		8 160 842	12 485 174	20 646 016	16 821 669
EXPENDITURE					
Cost of Raising funds					
	3a)	561 183	563 787	1 124 970	1 123 801
Expenditure on charitable activities					
Strategic Leadership and Enablement	3b), 18	1 853 551	2 380 593	4 234 144	3 731 282
UK Development	3c), 18	1 009 196	240 513	1 249 709	1 120 450
Digital, Media, Product and Publications	3d), 18	1 823 305	6 356 573	8 179 878	4 023 400
International Development	3e), 18	1 696 353	2 032 567	3 728 920	4 051 803
Alpha Context Development	3f), 18	109 385	374 060	483 445	484 086
Other Ministries	3g), 18	52 934	89 627	142 561	218 099
Conferences	3h), 18	1 450 025	44 686	1 494 711	582 740
Total charitable expenditure		7 994 749	11 518 619	19 513 368	14 211 860
Total expenditure		8 555 932	12 082 406	20 638 338	15 335 661
Net income/(expenditure) before gains/(losses)		(395 090)	402 768	7 678	1 486 008
Other gains	2e)	13 937	-	13 937	56 606
Net income/(expenditure)		(381 153)	402 768	21 615	1 542 614
Funds brought forward at 1 January		10 347 554	2 398 566	12 746 120	11 203 506
Funds carried forward at 31 December		9 966 401	2 801 334	12 767 735	12 746 120

All amounts are derived from continuing operations. All recognised gains and losses are included in the Statement of Financial Activities.

The Statement of Financial Activities also complies with the requirements for an Income and Expenditure Account under the Companies Act 2006.

The notes on pages 20 to 34 form part of these financial statements.

Alpha International

Balance Sheet As at 31 December 2023

	Note	2023 £	2022 £
FIXED ASSETS			
Tangible assets	9	8 476 744	8 607 497
Intangible assets	10	-	766 309
Total fixed assets		8 476 744	9 373 806
CURRENT ASSETS			
Stock	11	58 707	27 560
Debtors	12	1 341 967	2 059 808
Cash at bank and in hand	13	5 160 747	4 740 990
Total current assets		6 561 421	6 828 358
LIABILITIES: AMOUNTS FALLING DUE WITHIN ONE YEAR	14	(1 516 564)	(2 348 178)
NET CURRENT ASSETS		5 044 857	4 480 180
LIABILITIES: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR	15	(753 866)	(1 107 866)
NET ASSETS		12 767 735	12 746 120
<u>FUNDS</u>			
Unrestricted:			
General	16	1 775 675	2 366 758
Designated	17	8 190 726	7 980 796
Restricted	18	2 801 334	2 398 566
		12 767 735	12 746 120

Approved by the Board on 3rd May 2024 and signed on its behalf by:

Nicky Gumbel

Revd. Nicky Gumbel
Chairman

The notes on pages 20 to 34 form part of these accounts.

Alpha International

Statement of cashflows For the year ended 31 December 2023

	2023 £	2022 £
Net Cash inflow from Operations (see note below)	520 322	1 796 175
Cash flows from Investing Activities		
Purchase of tangible fixed assets	(10 732)	(12 477)
Purchase of intangible fixed assets	(89 833)	(448 520)
Net increase/(decrease) in cash & cash equivalents	419 757	1 335 178
(Decrease)/increase in cash and cash equivalents	419 757	1 335 178
Cash balance brought forward	4 740 990	3 405 812
Cash balance carried forward	5 160 747	4 740 990

Note to cash flow statement

	2023 £	2022 £
Cash flow from Operating activities		
Net operating surplus (per Statement of Financial Activities)	7 678	1 486 008
Other gains	13 937	56 606
Depreciation and amortisation charges	502 894	400 014
Loss/(Gain) on disposal of assets	494 733	711
(Increase) in stock	(31 147)	(1 289)
Decrease/ (increase) in debtors	717 841	(602 753)
(Decrease)/ increase in creditors due within one year	(831 614)	1 074 661
(Decrease) in creditors due after more than one year	(354 000)	(617 783)
Net Cash inflow/(outflow) from Operations	520 322	1 796 175

NET FUNDS /(DEBT) RECONCILIATION

	Notes	1 January 2023	Cash flows	Other movements	31 December 2023
Cash at bank and in hand	13	4 740 990	419 757	-	5 160 747
Loans	14 & 15	(1 711 866)	354 000	-	(1 357 866)
Net Funds		3 029 124	773 757	-	3 802 881

Alpha International

Notes to the financial statements
For the year ended 31 December 2023

1. ACCOUNTING POLICIES

Basis of preparation

These financial statements are prepared on a going concern basis, under the historical cost convention.

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company is a public benefit entity for the purposes of FRS 102 and therefore the Charity also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and the Charities Act 2011.

The financial statements are prepared in Sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

The principal accounting policies adopted in the preparation of the financial statements are set out below.

Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern.

The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the charity's forecasts and projections and have taken account of pressures on donation and event income. After consideration, the trustees have decided upon an initial 2024 budget (£23.1m). This will be regularly reviewed and could be adjusted if necessary.

The trustees remain confident that the targets set out in the detailed forecast are achievable and have concluded that there is a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. The Charity therefore continues to adopt the going concern basis in preparing its financial statements.

Funds

General funds represent the funds of the Charity that are not subject to any restrictions regarding their use and are available for application on the general purposes of the Charity. Funds designated for a particular purpose by the Charity are also unrestricted. The accounts include all transactions, assets and liabilities for which the Charity is responsible in law.

Restricted funds arise where the donor has specified which area of activity they wish to be supported by their gift. The Charity is not at liberty to utilise these funds to support other activity without the express permission of the donor.

The accounts include all transactions, assets and liabilities for which the Charity is responsible in law.

Income

Donations and Legacies

Donations, grants and legacies receivable are recognised only when the Charity is notified of its legal entitlement, the amount due is quantifiable and its ultimate receipt by the Charity is probable. Income tax recoverable on Gift Aid donations is recognised when the income is probable.

Income from investments

Interest entitlements on bank accounts are accounted for as they accrue.

Government Grants

Grants relating to revenue are recognised in income on a systematic basis over the periods in which the entity recognises the associated costs for which the grant is intended to compensate.

Concessionary loan

The £1m loan from Trinidad Limited is considered to be a public benefit entity concessionary loan as the interest rate of the loan is below the prevailing market rate. The loan is valued at amortised cost using the effective interest method. The lender has the option to charge interest at a rate equivalent to 1% above the base rate of National Westminster Bank plc and is repayable over 9 years, with a repayment holiday for the first six years. The loan is repayable in 4 equal instalments of £250k commencing in July 2025 with the final instalment due in July 2028. Thus far the lender has not opted to charge any interest.

Alpha International

Notes to the financial statements
For the year ended 31 December 2023

Expenditure

Expenditure is charged to the statement of financial activities as it falls due, and is analysed according to its nature between the following categories:

- Costs of raising funds
- Expenditure on charitable activities

As reflected in note 19 (Related Parties), a strong partnership and working relationship exists between Holy Trinity Brompton, Alpha International, St Pauls' Theological Centre, and the Church Revitalisation Trust. Shared service costs (known as Central Services) are incurred by HTB and allocated to the other charities, using the most appropriate driver.

Grants

Grants are made to charitable organisations continuing activities which accord with the objects of Alpha International, and are accounted for when due. All grants are made at the discretion of the board.

Tangible Fixed assets

These assets are depreciated on a straight line basis over their estimated useful lives. The periods used are as follows:

Computer equipment	2 Years
Other equipment	3 Years
Furniture & fittings	3 Years
Fixtures	3 Years
Buildings	50 Years

Individual items with a purchase price of £1,000 or less are written off in the year of acquisition. Land is not depreciated.

The carrying values of tangible fixed assets are reviewed for impairment in periods when events or changes in circumstances indicate that the carrying value may not be recoverable.

Intangible fixed assets

Software costs have been capitalised at historic cost and amortised on a straight line basis over 3 years.

Software assets under development have been capitalised at cost. Once features are completed, amortisation is charged on a straight line basis over three years.

Current Assets

Amounts owing to the Charity at 31 December are shown as debtors after providing for amounts that it is thought may prove uncollectable.

Stock

Stock is valued at the lower of cost and net realisable value, after making provision against obsolescence for slow moving stock items.

Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less.

Employee Benefits

The costs of short-term employee benefits are recognised as a liability and an expense.

Pension scheme arrangements

The Charity operates a defined contribution pension scheme and contributions payable are charged to the Statement of Financial Activities.

Operating lease

Rentals paid under operating leases are charged to the statement of Financial Activities on a straight line basis over the lease term.

Foreign Currencies

Monetary assets and liabilities denominated in foreign currencies are translated into Sterling at rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into Sterling at the rate ruling on the date of the transaction. Exchange gains and losses are recognised in the Statement of Financial Activities.

Financial Instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments. Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument. Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

With the exceptions of prepayments and deferred income, all other debtor and creditor balances are considered to be basic financial instruments under FRS 102. See notes 12,14 and 15 for the debtor and creditor notes.

Alpha International

Notes to the financial statements
For the year ended 31 December 2023

Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. The following judgements and estimates are considered by the trustees to have most significant effect on amounts recognised in the financial statements.

(i) Useful Economic Lives

The annual depreciation charge for property, plant and equipment is sensitive to change in the estimated useful economic lives and residual value of assets. These are reassessed periodically and amended where necessary to reflect current circumstances.

(ii) Derivatives

As per FRS102 and the FRS102 Charities SORP, Alpha International is required to reflect the current fair value of its derivative contract as a liability.

(iii) Support cost allocations

A strong partnership and working relationship is enjoyed between HTB, AI, St Paul's Theological Centre (SPTC), and the Church Revitalisation Trust (CRT). Shared service costs (known as Central Services) are borne by HTB and then recharged to the other charities using the most appropriate driver for each service cost type. These support costs are then allocated across charitable activities based on estimates of the resources employed by Central Services towards each of these activities.

2. INCOME

	Unrestricted funds £	Restricted funds £	Total 2023 £	Total 2022 £
a) Gift Aid Donations				
Donations	209 112	79 096	288 208	122 460
Standing Orders	75 284	15 496	90 780	46 204
Income tax recovered	71 099	23 648	94 747	42 166
	<u>355 495</u>	<u>118 240</u>	<u>473 735</u>	<u>210 830</u>
b) Non Gift Aid Donations and similar income				
Donations	6 286 596	12 354 134	18 640 730	15 965 930
Standing orders and payroll giving	105 078	12 800	117 878	191 587
	<u>6 391 674</u>	<u>12 366 934</u>	<u>18 758 608</u>	<u>16 157 517</u>
c) Income from operating activities:				
Conference income	875 686	-	875 686	8 198
Resource sales	403 015	-	403 015	373 880
Royalties Income current year	87 420	-	87 420	65 784
	<u>1 366 121</u>	<u>-</u>	<u>1 366 121</u>	<u>447 862</u>
d) Other Income				
Bank interest and Other income	47 552	-	47 552	6 169
Gain/(Loss) on disposals of assets	-	-	-	(709)
	<u>47 552</u>	<u>-</u>	<u>47 552</u>	<u>5 460</u>
e) Other gains/ (losses)				
Adjustment for fair value of derivative contract (refer to note 15)	13 937	-	13 937	56 606

Alpha International

Notes to the financial statements
For the year ended 31 December 2023

3. EXPENDITURE

	Direct Costs £	Grants to NAO's & Partner Organisations *	Allocated Support Costs £	Total 2023 £	Total 2022 £
a) Cost of raising funds	958 855	38 193	127 922	1 124 970	1 123 801
b) Strategic Leadership and Enablement					
Global strategy	979 486	271 080	107 275	1 357 841	1 209 262
Risk & Governance	37 324	128 537	6 172	172 033	161 048
The Alpha Office	313 669	-	19 128	332 797	132 684
Church Engagement Framework (CEF)	171 074	32 033	27 464	230 571	351 054
Leadership Development	445 239	1 618 664	76 999	2 140 902	1 877 234
	1 946 792	2 050 314	237 038	4 234 144	3 731 282
c) UK Development					
UK Development and advisers	426 294	24 208	66 207	516 709	800 682
Alpha Invitation	238 241	1 250	78 710	318 201	89 495
Alpha Scotland	58 330	-	12 036	70 366	107 018
Alpha Northern Ireland	95 877	-	13 587	109 464	109 868
Alpha Wales	59 880	-	10 954	70 834	3 287
Alpha England	119 076	-	45 059	164 135	10 100
	997 698	25 458	226 553	1 249 709	1 120 450
d) Digital, Media, Product and Publications					
Media and publications	478 301	26 325	14 669	519 295	404 942
Global Marketing and Communications	257 423	41 284	55 253	353 960	243 460
Digital	2 082 255	1 267 710	292 904	3 642 869	1 791 264
Product Development and Contextualisation	606 495	2 783 157	101 862	3 491 514	1 102 321
Product Development Management	115 984	28 791	27 465	172 240	481 413
	3 540 458	4 147 267	492 153	8 179 878	4 023 400
e) International Development					
EME development	632 927	389 411	173 916	1 196 254	1 356 018
Africa development	72 706	353 650	62 022	488 378	509 858
Latin America development	61 443	343 452	48 758	453 653	471 590
Asia Pacific development	273 186	1 222 081	95 368	1 590 635	1 714 337
	1 040 262	2 308 594	380 064	3 728 920	4 051 803
f) Alpha Context Development					
Alpha - Prisons	52 771	-	15 429	68 200	73 904
Alpha - Catholic Context	87 829	-	20 518	108 347	104 410
Alpha - Youth	221 405	39 190	46 303	306 898	305 772
	362 005	39 190	82 250	483 445	484 086
g) Other Ministries					
Marriage Courses	124 353	-	18 208	142 561	218 099
	124 353	-	18 208	142 561	218 099
h) Conferences					
Conference direct costs & Logistics	1 399 152	2 025	51 393	1 452 570	582 740
Alpha Global Week	42 141	-	-	42 141	-
	1 441 293	2 025	51 393	1 494 711	582 740
Total expenditure	10 411 716	8 611 041	1 615 581	20 638 338	15 335 661

* The activities noted above reflect certain grants that have been awarded to National Alpha Offices (NAO's) and other carefully selected third party entities in pursuit of the aims and objectives of Alpha International.

Alpha International

Notes to the financial statements
For the year ended 31 December 2023

4. SUPPORT COSTS

The support costs associated with facilitating the work of the Charity have been allocated across the categories of generating funds and charitable activities on the basis of staff numbers responsible for each of the relevant departments, projects and activities. The analysis of support costs is shown below.

ANALYSIS OF SUPPORT COSTS		Depreciation of fixed assets		2023	2022
		£	£	£	£
Facilities & Desk Charge		-	179 550	179 550	200 585
IT		8 158	272 362	280 520	278 956
Digital Estate		-	10 354	10 354	6 516
Finance		-	429 476	429 476	402 469
HR		-	222 167	222 167	219 041
Operations		3 320	126 345	129 665	110 352
Legal		-	140 300	140 300	122 937
HQ Buildings Depreciation		130 006	-	130 006	130 006
(Gains)/losses on foreign exchange		-	93 543	93 543	(381 816)
		141 484	1 474 097	1 615 581	1 089 046

5. ANALYSIS OF EXPENDITURE		Staff costs	Other costs **	Total 2023	Total 2022
		£	£	£	£
Cost of Raising funds		346 867	650 181	997 048	1 046 040
Charitable activities	Strategic Leadership and Enablement	1 002 697	2 994 409	3 997 106	3 559 386
	UK Development	637 390	385 766	1 023 156	928 180
	Digital, Media, Product and Publications	1 057 106	6 630 619	7 687 725	3 784 659
	International Development	433 607	2 915 249	3 348 856	3 776 444
	Alpha Context Development	255 344	145 851	401 195	421 638
	Other Ministries	62 528	61 825	124 353	190 004
	Conferences	240 900	1 202 418	1 443 318	540 264
Allocated Support Costs (see note 4)	Support Costs	914 264	701 317	1 615 581	1 089 046
		4 950 703	15 687 635	20 638 338	15 335 661

** Includes the cost of some staff employed by other organisations outside the UK but which have been recharged to Alpha International.

6. REGIONAL ANALYSIS OF SALES

Income from Media resources and Conferences can be analysed as follows:

	2023	2022
	£	£
United Kingdom	1 304 531	391 663
North America and Canada	18 762	17 241
Asia Pacific	12 964	13 216
Europe, Africa, Middle East	29 864	25 742
	1 366 121	447 862

7. AUDIT COSTS, DEPRECIATION AND AMORTISATION

	2023	2022
	£	£
Net incoming/(outgoing) resources are stated after charging		
Auditor's remuneration: current year	18 253	15 700
Auditor's remuneration - other services	2 470	244
Depreciation (see note 9)	141 484	141 980
Amortisation (see note 10)	361 410	258 034
	523 617	415 958

8. STAFF COSTS

	2023	2022
	£	£
Wages and salaries	4 241 895	3 937 501
Social security costs	465 241	453 198
Pension costs	243 567	215 705
	4 950 703	4 606 404

Alpha International

Notes to the financial statements
For the year ended 31 December 2023

8. STAFF COSTS continued**Analysis of Staff Costs and the Costs of Key Management Personnel**

As disclosed in note 19 (Related Parties), there is a close working relationship between HTB, AI, SPTC, and CRT. The Central Service staff who support all of the charities with operational functions are employed by HTB, and their costs (together with the costs of their departments) are allocated across the entities using the most appropriate basis for each support service. The staff costs and information in this note include the proportionate share of these Central Services staff, as well as the relevant share of ministry staff who split their time across the charities due to the nature of their roles.

The costs of some members of the HTB clergy were cross-charged for work which was done for Alpha International. However, as these clergy members are employed by the Diocese of London and not by HTB, their costs have not been included in the salary figures shown above.

The average monthly number of full time equivalent employees was 95 (2022: 89).

The number of employees whose total benefits (excluding pension and NI) were greater than £60K was 13 (2022: 12), as follows:

£60K-£70K bracket - 2
£70K-£80K bracket - 5
£80K-£90K bracket - 3
£120K-£130k bracket - 1
£130K-£140k bracket - 1
£170K-£180k bracket - 1

Central Services staff are on the HTB payroll but serve HTB, AI, SPTC, and CRT- each of which bear a portion of their costs. Relevant details of their remuneration can be found in the 'Staff costs' note in the HTB financial statements.

Trustee remuneration

Details of trustee remuneration can be found in note 19 (related parties).

Key Management Personnel

The key management personnel of Alpha International comprises of the President of Alpha International and the Global Chief Executive Officer. The total employee benefits (including pension and Employer NIC) of the key management personnel of the Charity were £340,836 (2022: £326,955).

The key management personnel of the Central Services function which serves HTB, AI, SPTC, and CRT are comprised of the Group Director of People, the Group Chief Operating Officer and the Group Finance Director. The total employee benefits (including pension and Employer NIC) of these key management personnel were £319,800 (2022:£254,482); but Alpha only bore a portion of these costs, £113,039 (2022: £75,560).

Redundancy/termination payments

These totalled £NIL for the year (2022: £NIL), and include statutory payments as well as ex-gratia amounts where these were considered appropriate.

9. TANGIBLE FIXED ASSETS

	Land and Buildings	Computer Equipment	Other Equipment	Furniture and fittings	Total
	£	£	£	£	£
Cost					
Opening balance 1st January 2023	10 500 285	91 671	23 505	6 914	10 622 375
Additions	-	3 969	6 763	-	10 732
Disposals	-	(12 045)	-	-	(12 045)
Closing balance 31st December 2023	10 500 285	83 595	30 268	6 914	10 621 062
Depreciation					
Opening balance 1st January 2023	1 906 650	81 563	19 751	6 914	2 014 878
Charge for 2023	130 006	8 158	3 320	-	141 484
Disposals	-	(12 044)	-	-	(12 044)
Closing balance 31st December 2023	2 036 656	77 677	23 071	6 914	2 144 318
Net Book Value					
At 31st December 2022	8 593 635	10 108	3 754	-	8 607 497
At 31st December 2023	8 463 629	5 918	7 197	-	8 476 744

Alpha International

Notes to the financial statements
For the year ended 31 December 2023

10. INTANGIBLE FIXED ASSETS

Cost	Intellectual Property	Online Platform	Total
Opening balance 1st January 2023	200 000	1 024 343	1 224 343
Additions	-	89 833	89 833
Disposals	-	(1 114 176)	(1 114 176)
Closing balance 31st December 2023	200 000	-	200 000
Amortisation			
Opening balance 1st January 2023	200 000	258 034	458 034
Charge for 2023	-	361 410	361 410
Disposals	-	(619 444)	(619 444)
Closing balance 31st December 2023	200 000	-	200 000
Net Book Value			
At 31st December 2022	-	766 309	766 309
At 31st December 2023	-	-	-

Intellectual Property: On 31 December 2009 Alpha International contracted to buy the rights to a number of key Alpha publications. The cost of this has been amortised over a three year period with effect from 2010.

Assets Under Development: With Alpha courses around the world forced to move online due to the Covid-19 pandemic, Alpha decided to create a bespoke online experience for Alpha guests. The platform was launched globally in January 2022 and the additional features which were developed and fully completed during the year were amortised in the year.

In July 2023, the AI Board approved the assignment of the intellectual property of AlphaNow to Alpha International USA IP LLC (which was initially set up to own AlphaNow) for the consideration of £1. The effective date of the transfer was on 29th December 2023, and the net book value of the asset of £494,731 as at 31 December 2023, has been written off from AI's financial statements as a disposal, and this is disclosed in note 3d as a digital expenditure.

11. STOCK

	2023	2022
	£	£
Stocks of books, DVD's and other resources for resale	58 707	27 560

12. DEBTORS

	2023	2022
	£	£
Trade Debtors	204 683	183 914
Prepayments	402 774	505 666
Sundry Debtors **	100 557	126 524
Amount due from HTB (see note 19)	6 958	-
Amount due from CRT2 (see note 19)	-	5 358
Amount due from SPTC (see note 19)	-	31 734
Other Debtors	10 432	19 221
Accrued Income	616 562	1 187 391
	1 341 966	2 059 808

** Sundry debtors includes a balance of £25,000 (2022: £25,000) due in more than one year.

13. CASH AT BANK AND IN HAND

	2023	2022
	£	£
Balance attributable to restricted fund	2 683 519	1 985 904
Balance at bank and in hand	2 477 228	2 755 086
	5 160 747	4 740 990

Alpha International

Notes to the financial statements
For the year ended 31 December 2023

14. LIABILITIES: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Creditors for goods and services	345 544	492 930
Amount due to HTB (see note 19)	-	5 360
Amount due to CRT2 (see note 19)	1 800	-
Deferred income*	262 147	528 950
Accruals	157 855	299 595
Taxation and Social Security	117 031	91 441
Other creditors	28 187	311 965
Mortgage finance	354 000	354 000
Financial derivative liability	-	13 937
Loan (see note 15)	250 000	250 000
	1 516 564	2 348 178

***Deferred Income**

Deferred income comprises donations, grants & earned income received for future financial periods.

	2023	2022
	£	£
Balance at 1 January	528 949	265 810
Amount released to income	(528 949)	(9 194)
Amount deferred in year	262 147	272 333
Balance at 31 December	262 147	528 949

15. LIABILITIES: AMOUNTS FALLING DUE IN MORE THAN ONE YEAR

	2023	2022
	£	£
Mortgage finance	3 866	357 866
Loan	750 000	750 000
	753 866	1 107 866

In September 2011 the mortgage with National Westminster Bank plc was paid off, and a new loan of £4,605,866 was received from Trinidad Limited. This mortgage is secured on the property 5-7 Cromwell Road, and has a thirteen year term from January 2012, with the final payment due in January 2025. The amount due to be repaid in 2024, £354,000, is disclosed in note 14. The remaining balance, due to be repaid after the end of 2024, is disclosed above. No interest was payable on this mortgage for the first five years, and thereafter the lender has the option to charge interest at a rate equivalent to 1% above the base rate of National Westminster Bank plc but has opted not to do so. Further details about Trinidad Limited can be found in note 19.

In August 2019, a second £1m loan was received from Trinidad Limited to support the working capital requirement of Alpha International and initially had a seven-year term from August 2019. In early 2024, the terms of the loan have been varied and full repayment is now expected by its ninth anniversary, with a repayment of £250,000 at the sixth, seventh, eighth and ninth anniversaries of the date of the Agreement (the lender has the option to charge interest at a rate equivalent to 1% above the base rate of National Westminster Bank plc). The loan is fully outstanding as of 31st December 2023.

In November 2009 Alpha International entered into a derivative contract with Royal Bank of Scotland plc to cap the interest on a mortgage at 3% on the full outstanding balance to full term. Instalments of £14,190 are paid quarterly commencing 31 December 2009. The trustees took the view that this was a prudent commitment in the best interests of the Charity and that it provided a guaranteed low cost interest rate over the life of the loan. This mortgage has now been paid off and replaced with a different loan, but due to prevailing low interest rates in the UK market, it would not currently be beneficial to dispose of the derivative contract, and the intention is to retain it until conditions are more favourable. Arising from this contract, National Westminster Bank plc had a deed of priority for £600,000 secured on the property and associated assets. The final £14,190 payment was made as at 31 March 2023 at which point the derivative expired.

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16. ANALYSIS OF NET ASSETS BY FUND

	General funds	Designated funds	Restricted funds	Total
	£	£	£	£
2023				
Fixed assets	13 115	8 463 629	-	8 476 744
Stock and debtors	1 282 859	-	117 815	1 400 674
Cash at bank and in hand	2 392 265	84 963	2 683 519	5 160 747
Current liabilities	(1 162 564)	(354 000)	-	(1 516 564)
Long term liabilities	(750 000)	(3 866)	-	(753 866)
Fund balance	1 775 675	8 190 726	2 801 334	12 767 735
2022				
Fixed assets	780 171	8 593 635	-	9 373 806
Stock and debtors	2 087 368	-	-	2 087 368
Cash at bank and in hand	2 229 460	112 964	2 398 566	4 740 990
Current liabilities	(1 980 241)	(354 000)	-	(2 334 241)
Long term liabilities	(750 000)	(357 866)	-	(1 107 866)
Financial derivative liability	-	(13 937)	-	(13 937)
Fund balance	2 366 758	7 980 796	2 398 566	12 746 120

17. DESIGNATED FUNDS

	2023 Opening Balance	Mortgage Repayment	Property Depreciation	Transfer from General Reserve	2023 Closing Balance
	£	£	£	£	£
5-7 Cromwell Road Fund	7 867 832	354 000	(130 006)	13 937	8 105 763
Future Depreciation - Central Service Assets	112 964	-	(72 515)	44 514	84 963
	7 980 796	354 000	(202 521)	58 451	8 190 726
	2022 Opening Balance	Mortgage Repayment	Property Depreciation	Transfer from General Reserve	2022 Closing Balance
	£	£	£	£	£
5-7 Cromwell Road Fund	7 587 232	354 000	(130 006)	56 606	7 867 832
Future Depreciation - Central Service Assets	82 057	-	(84 997)	115 904	112 964
	7 669 289	354 000	(215 003)	172 510	7 980 796

5-7 Cromwell Road: The work on the HQ building at 5-7 Cromwell Road was completed in March 2009 and satisfied the specification of the donations given for the purchase of the property. A designated fund was established at the time in order to preserve a fund to offset the amortisation of the property and the repayment of the mortgage.

Future depreciation-Central Service Assets - as outlined in the accounting policies, HTB makes an annual charge to AI for shared staff and the use of shared facilities and service departments. Part of this charge is the depreciation on assets purchased by HTB but used across HTB, AI, SPTC and CRT as part of the Central Services support function. A designated fund was established to recognise the future value of depreciation on these assets which will be charged to AI in 2020 and beyond. This designated fund is adjusted annually to reflect the value of future years' depreciation calculated at the end of each financial year.

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Notes to the financial statements
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18. RESTRICTED FUNDS 2022**Strategic Leadership and Enablement**

	Opening Balance 2023 £	Income 2023 £	Expenditure 2023 £	Closing Balance 2023 £
President Office	(15 989)	33 779	(17 790)	-
Risk and Governance Office	-	47 685	(47 685)	-
Leadership Development	659 868	1 676 413	(2 054 222)	282 059
Global Strategy and Operations Office	-	83 085	(83 085)	-
The Alpha Office	158 493	(17 117)	(141 376)	-
	802 372	1 823 845	(2 344 158)	282 059

UK Development

Alpha Scotland	30 500	54 652	(63 152)	22 000
Alpha Northern Ireland	25 000	42 873	(41 873)	26 000
UK Development Fund	-	131 807	(131 807)	-
	55 500	229 332	(236 832)	48 000

Digital, Media, Product and Publications

Digital & Training	139 447	1 996 649	(2 111 096)	25 000
Alpha Film Series	66 633	941 198	(913 398)	94 433
AlphaNow	414 430	412 003	-	826 433
Product Development	159 336	250 157	(365 541)	43 952
Marriage Course Refilm	-	375	(375)	-
Asian Alpha Film Series	449 309	83 523	(238 279)	294 553
Alpha Youth Series	170 201	873 658	(647 083)	396 776
Alpha Creative Hub	-	1 622 233	(1 590 892)	31 341
Global Comms	-	457 280	(64 580)	392 700
Global Systems Development	-	328 027	(328 027)	-
	1 399 356	6 965 103	(6 259 271)	2 105 188

International Development

Africa Development Fund	57 504	113 837	(87 675)	83 666
Asia Pacific Development Fund	222 014	1 372 310	(1 381 919)	212 405
EME Development Fund	46 294	441 036	(442 314)	45 016
Latin America Development Fund	-	89 550	(89 550)	-
	325 812	2 016 733	(2 001 458)	341 087

Alpha Context Development

Alpha - Prisons	-	22 699	(22 699)	-
Alpha - Youth	-	260 929	(260 929)	-
Alpha in a Catholic Context	3 942	80 757	(84 699)	-
	3 942	364 385	(368 327)	-

Other Ministries

Marriage Courses	17 334	70 924	(88 258)	-
	17 334	70 924	(88 258)	-

Conferences

Leadership Conference	-	69 002	(44 002)	25 000
	-	69 002	(44 002)	25 000

Fundraising & Support Cost

Cost of Raising funds	(205 750)	760 900	(555 150)	-
Support Cost	-	184 950	(184 950)	-
	(205 750)	945 850	(740 100)	-
	2 398 566	12 485 174	(12 082 406)	2 801 334

The opening deficit in the restricted funds for the Cost of Raising funds and President Office lines, represents the Fundraising Campaign preliminary consultancy costs and associated expenditure that has been funded by a grant received in early 2023.

Alpha International

Notes to the financial statements
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18. RESTRICTED FUNDS 2022 continued

	Opening Balance	Income	Expenditure	Closing Balance
RESTRICTED FUNDS 2022	2022	2022	2022	2022
	£	£	£	£
<u>Strategic Leadership and Enablement</u>				
Alpha Global -Int Dev	-	34 177	(34 177)	-
Executive Office	-	102 530	(102 530)	-
Church Engagement Framework	-	150 286	(150 286)	-
Leadership Development	699 039	1 809 308	(1 848 481)	659 866
The Alpha Office	-	159 392	(899)	158 493
	699 039	2 255 693	(2 152 362)	802 370
<u>UK Development</u>				
Alpha Scotland	21 239	54 435	(45 174)	30 500
Alpha Northern Ireland	20 000	53 178	(48 178)	25 000
UK Development Fund	-	126 193	(126 193)	-
	41 239	233 806	(219 545)	55 500
<u>Digital, Media, Product and Publications</u>				
Digital & Training	29 338	1 862 585	(1 752 476)	139 447
Alpha Film Series	307 049	1 275 930	(1 067 035)	515 944
Alpha Online	272 152	171 848	(29 570)	414 430
Product Development	35 725	529 124	(405 513)	159 336
	644 264	3 839 487	(3 254 594)	1 229 157
<u>International Development</u>				
Africa Development Fund	39 638	236 919	(219 053)	57 504
Asia Pacific Development Fund	98 043	1 736 993	(1 613 021)	222 015
EME Development Fund	46 422	908 630	(908 759)	46 293
Latin America Development Fund	-	67 746	(67 746)	-
Alpha - Prisons	-	19 018	(19 018)	-
Alpha - Youth	-	428 628	(258 427)	170 201
Alpha in a Catholic Context	-	89 444	(85 502)	3 942
	-	537 090	(362 947)	174 143
<u>Other Ministries</u>				
Marriage Courses	-	87 845	(70 511)	17 334
The Parenting Course	47 207	(6 563)	(40 644)	-
	47 207	81 282	(111 155)	17 334
<u>Conferences</u>				
Leadership Conference	-	156 857	(156 857)	-
	-	156 857	(156 857)	-
<u>Fundraising & Support Cost</u>				
Cost of Raising funds	-	12 246	(217 996)	(205 750)
Support Cost	-	490 712	(490 712)	-
	-	502 958	(708 708)	(205 750)
	1 615 852	10 557 461	(9 774 747)	2 398 566

The funds relate to donations which have been given specifically for the work of Alpha in a particular country or region, or for a specific ministry or project being undertaken by Alpha International.

19. RELATED PARTIES**Trustee remuneration:**

Under the terms of the Memorandum and Articles of Association of Alpha International, one of the trustee received remuneration for services as employees or consultants during the year. None of the trustees received remuneration for services provided to the Charity as trustees.

The following trustees or key management personnel were directors or members of related entities or were connected to people or organisations in receipt of payments from Alpha International.

Trustee & Members	Related Trusteeship	Remuneration for non-trustee services
Right Revd John (Sandy) Millar (re-appointed 21 August 2023)	None	£9,614 (2022:£9,651) paid via HTB as a retainer fee and cross charged to Alpha International
Dato Hong Yeoh	Trinidad Limited	NIL (2022: NIL)
Datuk Kathleen Chew	AlphaMy Berhad (Alpha Malaysia), 'St Pauls' Theological Centre, and Trinidad Limited	NIL (2022: NIL)
The Revd Nicky Gumbel	St Mellitus College Trust	NIL (2022: NIL)
Mr Bernard Mensah (resigned on 23 March 2023)	Wife was a PCC** member and Church Warden of Holy Trinity Brompton until May 2023.	NIL (2022: NIL)
	Wife was a member of Church Renewal Trust until May 2023	NIL (2022: NIL)
	Wife was a Trustee of St Pauls' Theological Centre until May 2023	NIL (2022: NIL)
Mr David Gardner (resigned on 25 September 2023)	Wife was a PCC member of Holy Trinity Brompton	NIL (2022: NIL)
The Revd Al Gordon	The PCC of the Ecclesiastical Parish of Hackney	NIL (2022: NIL)
Mrs Rebecca Stewart	St Mellitus College Trust until 30 April 2023	NIL (2022: NIL)
Ms Fopefoliwa Adelowo	None	NIL (2022: NIL)
Ms Gabriella Helland	None	NIL (2022: NIL)
The Revd James Mallon	Alpha Ministries Canada	NIL (2022: NIL)
The Revd Richard Coates	St Paul's Theological Centre; St Mellitus College Trust; Church Revitalisation Trust; Church Renewal Trust and Holy Trinity Brompton	NIL (2022: £100)
Mr Andre Joseph	None	NIL (2022: NIL)
Mr Robert Gruenewald	None	NIL (2022: NIL)
The Revd Stephen Foster (appointed 25 July 2023)	The PCC of the Ecclesiastical Parish of St Aldates, Oxford (St Aldates)	NIL (2022: NIL)
Mr Mark Hutchinson (appointed 27 July 2023)	None	NIL (2022: NIL)
Mrs Angelina Hutchinson (appointed 24 July 2023)	None	NIL (2022: NIL)

Alpha International

Notes to the financial statements
For the year ended 31 December 2023

19. RELATED PARTIES continued

* Holy Trinity Brompton's full legal name is The Parochial Church Council of the Ecclesiastical Parish of Holy Trinity with Saint Paul Onslow Square and Saint Augustine South Kensington

** PCC stands for Parochial Church Council

Trustee Donations: Alpha International has received a total of £3,362,858 (2022: £3,171,900) in donations from Trustees and their related parties in the year. The donors did not attach any conditions to their gifts which require the charity significantly to alter the nature of its existing activities.

Royalties: Royalties accrued to trustees of Alpha International from worldwide sales in the previous year of resources written by them.

These royalties were waived by the trustees and the funds retained in the Charity.

Rev. Nicky Gumbel - £19,539 (2022: £20,849)

Right Revd John (Sandy) Millar - £11 (2022: £22)

Alpha International enjoys a shared vision and close working relationship with NAOs. Over 46 countries have these locally staffed NAOs who work closely with the global team to grow Alpha in their context, train leaders and translate resources. The Alpha Offices are independently constituted and are not directed or controlled by Alpha International. Where one or more directors of Alpha International are minority members of a National Alpha Office board, and where Alpha International has had transactions with that office during the year, details are provided in the table below.

National Alpha Office & Related companies	Income	Expenditure	Balance owing at year end	Notes
AlphaMy Berhad (Alpha Malaysia)	£77,795 (2022: NIL)	Grants - £2,062,228 (2022: £954,286)	NIL (2022: NIL)	
Alpha USA	Donations of £3,900,025. Royalties received of £20,144 (2022: £20,335). Events £1,006 (2022: £728). Salary recharge £101,138 (2023: £33,441)	Staff costs and sundry fundraising expenses £713,880 (2022: £889,243)	£269,618 due to AI (2022: £86,475 due to Alpha USA)	
Trinidad Limited	NIL (2022: NIL)	Loan repayment £354,000 (2022: £354,000)	£1,357,866 Loan outstanding (2022: Loan outstanding £1,722,866) including the second £1m loan received in August 2019 see note 15 for details	Dato' S H Yeoh and Datuk K Chew (Trustees of Alpha International) are directors and majority shareholders in Trinidad Limited.
Holy Trinity Brompton	'Donations totalling £265,220 (2022: £421,356)	NIL (2022: NIL)	'£6,958 due to AI (2022: £5,361 due to Holy Trinity Brompton)	Nicky Gumbel was the former Vicar of HTB. Nicky continues to be licensed to HTB as a curate. Pippa Gumbel (wife) is employed by HTB. Both Nicky and Pippa are seconded to AI and CRT carrying out work that supports the HTB Group's vision and mission. These arrangements were subject to detailed review and approval by the HTB PCC.

Alpha International

Notes to the financial statements
For the year ended 31 December 2023

19. RELATED PARTIES continued

National Alpha Office & Related companies	Income	Expenditure	Balance owing at year end	Notes
Alpha Ministries Canada	Joint venture income of £1,930,022 (2022: £136,023)	Joint venture expenditure £1,172,167 (2022: £123,055)	NIL (2022: NIL)	Alpha International is party to a joint arrangement with Alpha Ministries Canada, which commenced in 2003, and which enables both parties to carry out their objects more effectively by pooling resources. The joint committee (comprising the Trustees of Alpha International) supervises, directs and manages the joint arrangement. The incoming resources provided by Alpha Ministries Canada to the joint arrangement and the related expenditure, is not reflected in these financial statements, but in the financial statements of the joint arrangement.
The Church Revitalisation Trust	Donations received £18,450	NIL (2022: Grant £16,962)	£1,800 due to The Church Revitalisation Trust (2022: £5,358 due to AI)	Richard Coates (Trustee of Alpha International) is a Trustee of The Church Revitalisation Trust
St Paul's Theological Centre	' NIL (2022: NIL)	NIL (2022: NIL)	NIL (2022: £31,734 due to AI)	Richard Coates and Kathleen Chew (Trustees of Alpha International) are Trustees of St Paul's Theological Centre
The PCC of the Ecclesiastical Parish of Brighton, St Peter (St Peter's Brighton)	Donations of £2,000 (2022: NIL)	£1,204 (2022: NIL)	NIL (2022: NIL)	The son of the Revd Richard Coates is a PCC member of St Peter's Brighton.
The PCC of the Ecclesiastical Parish of Hackney (St John's Hackney)	NIL (2022: NIL)	£1,671 (2022: £1,150)	NIL (2022: NIL)	
The PCC of the Ecclesiastical Parish of St Aldates, Oxford (St Aldates)	NIL (2022: NIL)	£1,666 (2022: NIL)	NIL (2022: NIL)	
Manor Collective Group LTD	NIL (2022: NIL)	£3,500 (2022: NIL)	NIL (2022: NIL)	The son-in-law of Revd. Nicky Gumbel is the director at Manor Collective Group LTD

Alpha International

Notes to the financial statements, continued
For the year ended 31 December 2022

20. COMPARATIVE STATEMENT OF FINANCIAL ACTIVITIES

	Note	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
INCOME				
Donations and legacies				
Donations under gift aid	2a)	193 215	17 615	210 830
Other donations and similar income	2b)	5 617 671	10 539 846	16 157 517
		5 810 886	10 557 461	16 368 347
Charitable activities				
	2c), 6	447 862	-	447 862
Other income				
	2d)	5 460	-	5 460
Total income		6 264 208	10 557 461	16 821 669
EXPENDITURE				
Cost of Raising funds				
	3a)	894 273	229 528	1 123 801
Expenditure on charitable activities				
Strategic Leadership and Enablement	3b), 18	1 465 174	2 266 108	3 731 282
UK Development	3c), 18	889 324	231 126	1 120 450
Digital, Media, Product and Publications	3d), 18	596 762	3 426 638	4 023 400
International Development	3e), 18	1 094 784	2 957 019	4 051 803
Alpha Context Development	3f), 18	101 952	382 134	484 086
Other Ministries	3g), 18	101 055	117 044,00	218 099
Conferences	3h), 18	417 590	165 150	582 740
Total charitable expenditure		4 666 641	9 545 219	14 211 860
Total expenditure		5 560 914	9 774 747	15 335 661
Net income/(expenditure) before gains/(losses)		703 294	782 714	1 486 008
Other gains	2e)	56 606	-	56 606
Net income/(expenditure)		759 900	782 714	1 542 614
Funds brought forward at 1 January		9 587 654	1 615 852	11 203 506
Funds carried forward at 31 December		10 347 554	2 398 566	12 746 120