

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 2024

Alpha International

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Letter from The Chairman

Last year, more than **two million people** around the world explored faith in Jesus Christ through Alpha. We launched the new Alpha Youth Series, designed to reach a younger generation of people with the good news of Jesus. And we saw Alpha running in 146 countries.

Alpha's vision is for everyone, everywhere, to hear the good news of Jesus through Alpha – in their own language and culture – by 2033, the two thousandth anniversary of the resurrection of Jesus Christ. And we are now well on our way!

Thank you for your prayers, encouragement and support, which make a huge difference.

With best wishes,

Nicky Gumbel

Alpha International (A charitable company limited by guarantee)**Trustees' report for the year ended 31 December 2024**

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 2024. 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 Dato Hong Yeoh Mrs Rebecca Stewart (resigned 5 December 2024) The Revd Al Gordon Datuk Kathleen Chew Mr Robert Gruenewald Mr Andre Joseph The Revd John Alexander Kirkpatrick (Sandy) Millar The Revd Richard Michael Coates The Revd James Matthew Mallon Mrs Gabriella Helland (resigned 23 September 2024) Ms Fopefoluwa Adelowo The Revd Stephen Foster Mrs Angelina Hutchinson Mr Mark Hutchinson (resigned 30 October 2024)
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 a charity in England and Wales (charity number 1086179) and in Scotland (charity number SC042906).

Our vision at Alpha International is the 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 the principles of a global federated partnership framework. Over 45 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 six 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.

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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.

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 as a charity, the trustees have considered the Charity Commission's guidance on public benefit. 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. 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 2024 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 in line with regulatory requirements and best practice.

Alpha International is dedicated to ensuring a safe and caring environment and is committed to protecting the safety, and promoting the wellbeing, of all our employees and volunteers. Alpha International's safeguarding policy, and associated processes and procedures, outline the organisation's responsibilities and commitment to safeguarding.

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 2024 were £NIL (2023: £1,930,022). Note 19 to the financial statements details this and other related party transactions.

Alpha International also collaborates with National Alpha Offices on global projects that further the achievement of the global vision.

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Activities

Alpha International's activities include the Alpha course and Alpha Youth 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 principles of a 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 USA, Canada, and Latin America) and the NAOs they represent as they serve and equip churches to run Alpha;
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 places;
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. 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;
7. 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 AI 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.

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2024 STRATEGIC REPORT

Achievements and Performance

We would like to take a moment and share with you a few highlights from 2024:

- Alpha International has continued to focus on its 2033 global vision, which 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 of Jesus Christ, we hope to make exploring faith in Jesus as accessible as possible, so that millions more might encounter the love of God.
- In 2024, 2,166,715 participants attended an Alpha Course. 81,629 courses were run from 43,117 churches, organisations and individuals, across 146 countries.
- Alpha International hosted the Leadership Conference 2024 ('LC24') at the Royal Albert Hall, with many joining from around the world and many participating online through LC On Demand. During the week of LC24, we hosted an event called 'The Open Generation' for strategic church leaders and youth leaders from across the world. We ended the LC24 week with a global staff day in London.
- In collaboration with Alpha International USA IP, LLC. ('AIUSA'), we launched a new Alpha product: The Alpha Youth Series ('AYS 3.0') in November 2024.
- We invested in product globalisation and contextualisation, which enabled a coordinated global release of AYS 3.0 with eight subtitled languages, and more translations due to be released in 2025 and beyond.
- Pre-production for the next Alpha Film Series ('AFS 2.0') re-commenced.
- We continue to make progress in a multi-year global fundraising campaign. This campaign continues to be well received by donors. We are also grateful to Alpha USA and Alpha Canada for their fundraising efforts towards the Alpha global vision.
- 2024 was the first full year of the newly branded 'Bible with Nicky and Pippa Gumbel' ('BNAP'); there has been continued engagement with the content on the BNAP app and the web page.
- A global guest stories campaign was launched, profiling transformational stories from around the world. Many NAOs have used this global campaign, with local adaptations.
- Significant digital advances have been made both with a successful pilot of the new Alpha App and further investment into the 'Theory of Change' project, which will allow the organisation to become more data driven.
- 2024 saw the successful recruitment and onboarding of Alpha International's new CEO, Miles Toulmin.
- Over the past year, Alpha International has completed two months of prayer globally, where the global organisation (i.e. Alpha International and the network of NAOs) has joined together in corporate prayer under the banner of 'fan the flame.' The above list would not have been possible without prayer.

We are very excited and expectant for all that is to come in 2025!

Church Engagement Framework strategy

The Church Engagement Framework ('CEF') team continues to serve regions and national offices in their work as they seek to equip the church in its mission to help people discover a relationship with Jesus. In 2024, the primary focus of the CEF team was to work closely with the Global Youth team to ensure a successful launch of the new Alpha Youth Series. We delivered a complementary suite of training ('Complementary Training Videos') for hosts and helpers which included 10 weekly briefing videos, one for each session, and 3 short videos focusing on running best practice Alpha Youth courses, Alpha for your friends, and Alpha in a Catholic Context. As part of this project, we supported the 10 countries that are launching the series in early 2025 to translate the Complementary Training Videos. We hosted The Open Generation event on 8 May 2024, after Leadership Conference at Holy Trinity Brompton, where we had over

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700 strategic church and youth leaders from around the world come together to be inspired and equipped for the gospel opportunities with Gen Z and Gen Alpha and the role that we can play through the new AYS 3.0 series.

Together with the Youth team we also delivered an internal training toolkit which provides staff with PowerPoints and scripts that they can use and contextualise when training or speaking to leaders about the new Alpha Youth Series. We supported the Catholic Context team to create 5 videos for staff to use when speaking and training. We hosted an online CEF Forum in April 2024 for all our offices, youth staff and church engagement staff to launch the Alpha Youth Series. It was attended by over 220 global staff where they got first look at content, design and top tips on how to start engaging churches and leaders to be envisioned for Gen Z and Gen Alpha. The CEF and Youth teams also hosted the internal launch of the Alpha Youth Series, with over 300 global staff joining us to celebrate and to discern together how to envision churches and youth leaders to run Alpha Youth. We will continue through 2025 to remain aligned with the Youth team to ensure a successful global launch.

Other key areas of focus in 2024 included two Global Experience Alpha events hosted at Holy Trinity Brompton ('HTB'), aimed at strategic church leaders who have not yet started running Alpha. We hosted over 240 guests from across the world. A global Alpha Collective event was held in November for strategic church leaders who are running high quality Alphas, and we invited them to become partners as Hub Churches. We hosted 286 registered guests from UK, USA, Canada, Europe, Middle East and North Africa, and Asia. We currently work with over 650 Hub Churches globally. Other events included hosting 80 emerging church leaders from the US and over 200 church leaders from Canada, Australia and USA before Leadership Conference 2024 to spend time at HTB with various leaders and to visit other churches. The events continue to play a significant role in serving our national offices in engaging strategic church leaders.

Finally, we have started to develop a new set of CEF Metrics to measure impact. We are currently piloting them with one country and plan to facilitate more pilots in 2025. 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 launched in Q4 2024, and the team is looking for ways to maximise this resource. We continue to support and share learnings with regions and national offices, so they are equipped and innovating in their contexts to serve the church well in the context of our 2033 global vision.

Global Governance

Global Governance remains a critical priority of AI, as we strive to achieve the global growth objectives and ambitions of the 2033 global vision. In 2024, we finalised the 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 remains a key enabler to positioning the global organisation to achieve the ambitious goals of the 2033 global vision.

In 2024, the Global Governance team facilitated the Country Governance Requirements review of National Alpha Offices in which NAO leadership and boards conducted self-assessments of the effectiveness of NAO governance, with support from regional leadership.

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Digital and Impact

In 2024 we began to see the fruits of our digital strategy, delivering significant improvements to existing platforms as well as launching a new mobile application for Alpha course guests.

Our top priority is to make it easier for churches, organisations and individuals to run recurring high quality Alpha courses. To that end, we simplified Alpha course registration process and implemented the first stage of a user experience and user interface overhaul of our course distribution platform, and so making the platform easier to navigate and much more visually engaging. We also supported the launch of the new Alpha Youth Series, providing a bespoke course registration tool and a new video player customised for contextualised content distribution.

Following a successful initial pilot in 2023, we developed the Alpha course mobile app for guests and launched it with over 100 churches in the UK and USA. The aim of the app is to increase guest attendance (also known as retention) on courses that they initially attend, and to reduce the administrative burden on course leaders. The app allows guests to recap on previous weeks and to explore a range of carefully curated resources connected to each session. Results from the initial roll out are very encouraging with high adoption and engagement levels. In 2025 we will be rolling out to all English-speaking courses and hoping to add at least one additional language to increase the global impact.

In 2024 we concluded the pilot stage of our long-term initiative to measure the effectiveness of the Alpha course, receiving responses from over 1,500 guests across nearly 20 countries. The results were very encouraging. From our target population – people that have not yet discovered or developed a relationship with Jesus – 86% of guests report growth in their engagement in faith during the Alpha course and over half of these guests describe themselves as positively engaged with the beliefs, practices and experiences of the Christian faith by the end of the course. In 2025 we will embed guest outcomes measurement into our digital systems and NAOs ways of working in order to grow the volume of data gathered and the quality of insights that we can provide to churches, NAOs and to regional and global teams.

Catholic Context

In 2024, over 6,300 churches, schools and organisations and over 325,000 participants explored faith, life and meaning through Alpha in the Catholic Context. This represented a growth of 21% in Churches, organisations and schools and a growth of 15% in guests. Catholic churches represented 19% of engaged churches globally. Catholic context courses run in a Youth or Young Adult context represented 47% of the total number, which is above the global average of 37%, highlighting the opportunity and impact of Alpha Youth in the Catholic Context in engaging the emerging generations.

To support the launch of the new Alpha Youth Series and as part of the Global Catholic Youth Strategy, we launched the Catholic Engagement Toolkit and Training Suite in collaboration with the Youth, Product and CEF teams, that help position the new Alpha Youth Series for the Catholic Context, equipping Catholic leaders to run more and better Alphas.

Throughout the year we organised and supported a number of key gatherings around the world to launch the new Alpha Youth Series, highlighting how engaging the emerging generations through Alpha can be a catalyst for parish renewal. This included, for the first time, hosting *The Open Generation Catholic Gathering* for 250 Catholic leaders following the Leadership Conference. Following this momentum, this was contextualised by Alpha Australia who hosted the *Every Generation – Alpha National Catholic Conference* that gathered 250 leaders from 21 dioceses, fostering a vision for intergenerational renewal, building ecosystems for evangelisation and invitational culture. This conference has been developed into a resource pack that will be replicated by other national and regional offices in 2025.

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In addition, we supported the Asia Pacific team to host *Transforming Parishes* prior to the *Alpha Regional Gathering*, which included a stronger engagement with the *Federation of Asian Bishops Conferences*. The gathering included 9 Bishops, 41 Priests and over 230 leaders who are committed to growing Alpha across the Asian Catholic Church.

We continued to strengthen and develop our partnership with Divine Renovation ('DR'). In June we were invited to have a prominent presence at the *DR Catholic Parish Summit*. The Summit was designed to catalyse a decade of transformation in the Catholic Church in the UK, bringing together leaders, parishes, movements, and communities to inspire and equip them in parish renewal. Alpha contributed in various ways including through hosting a pre-event entitled *Engaging the Emerging Generation: Equipping Young People for Parish Renewal*. Alpha testimonies and stories of parishes transformed by Alpha and DR were shared from the main stage throughout the conference, showing the impact of the work of Alpha UK over the last decade and the partnership with DR in the UK.

Throughout the year, Alpha co-hosted two global webinars with DR including *The Future is Now: Empowering Young People in Parish Renewal* and *Re-Presenting Jesus: Sharing Christ in Contemporary Culture* with Jonathan Roumie (who plays Jesus in *The Chosen*), Fr. James Mallon (Founder of Divine Renovation), and Nicky Gumbel (Chair of Alpha International). This second webinar proved to one of the most impactful webinars offered, with over 7,000 priests, bishops and lay leaders from 93 countries registered for the event.

Alpha attended two *International Leaders Summits* in January in Kraków, Poland as part of Global 2033. The first, the *Women of Influence Summit (WINS)*, aimed to empower and equip women over the next decade as active agents to fulfil the Great Commission of Jesus. The second, *International Leaders Summit* gathered 164 leaders from 120 organizations and 54 countries to continue to create a platform for collaboration to share the Gospel with the world by 2033. We will continue to attend summits and meetings with Global 2033 and CHARIS when relevant for Alpha to be there.

As the Catholic Church moves into the *Jubilee Year: Pilgrims of Hope*, these global mission collaborators provide an important foundation to position Alpha as a key tool that can be integrated in Catholic strategies for evangelisation and Church revitalisation. Nicky and Pippa Gumbel's recent visit to the Vatican to support the beginning of this Jubilee Year highlights how these important partnerships will continue to be strengthened in 2025 and beyond.

Marketing

In 2024, the global marketing team launched a brand-new guest campaign to tell the stories of lives changed by Jesus, through Alpha, to the world. The campaign tells 'real stories of real people who were curious about faith', bringing to life eleven stories from all around the world.

Each story documents an individual who chose to explore life, faith and purpose through Alpha. Through beautifully produced video content, and a printed magazine, the guest campaign has created a platform to amplify just some of our Alpha testimonies and is now being used as a resource for churches across the globe. All stories are hosted on a newly launched microsite (story.alpha.org) to support this initiative.

The Leadership Conference was another highlight of the year, taking place at the Royal Albert Hall in May. Hosted by Nicky and Pippa Gumbel, marketing was built around the conference's theme, 'holding onto hope', and the programme included powerful worship, prayer ministry, interviews, talks and breakout seminars across two full days. For the first-time, we built an 'On Demand' platform for guests to listen back to talks from the Leadership Conference in their own time, rather than needing to tune in live. Translation and inclusion were priorities for this content seeing talks and seminars translated into 14 languages for delegates in some of Alpha's key nations around the world including Arabic, Polish, Spanish, German and Hindi. The On Demand platform saw 5,113 subscribers, 76% of which did not attend LC in person, enabling more people around the world to experience the Leadership Conference from afar.

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The promotion of The Marriage Course was also a marketing priority in 2024 with both the redesign of www.marriagecourse.org and the release of fresh blogs and social campaigns. The website was given a global focus, redesigned with a new look and feel and user experience to serve both the course hosts and guests looking to join a course.

Finally, the launch of the new Alpha Youth Series was accompanied by a global marketing campaign with more translations than we have completed before and 54 launch events in 2024-25. This will continue to be a priority for marketing efforts as we look to build engagement and uptake of the new Alpha Youth product in 2025 and beyond.

The Marriage Course

The Marriage Course (TMC) and The Pre-Marriage Course (TPMC) have impacted millions of couples positively worldwide. In 2024, our focus was on improving digital accessibility, supporting church leader marriages, exploring evangelistic opportunities for TPMC, and enhancing marketing and content.

Over the past year, we have made key progress in these areas. Achievements include the launch of the new TMC global website, making it easier for churches to run courses and couples to participate. The redesigned platform, with a "Find a Course" widget, simplifies access. We also expanded content and engagement through regular blogs and social media updates, providing fresh support for couples and churches. A special "Marriage in Ministry" episode reached hundreds of pastoral couples across multiple languages, equipping and encouraging them in their marriages.

Looking ahead, our 2025 strategy focuses on deepening TMC's integration of guests towards and with Alpha courses, enhancing guest-facing platforms, improving digital tools for churches, piloting the TMC Online platform, and testing new innovations.

The Bible with Nicky and Pippa Gumbel

We reached the remarkable milestone in 2024, of over 10 million users having engaged with The Bible with Nicky and Pippa Gumbel since its launch in 2010, in one of 12 languages. With 437,000 users on the app and 766,000 subscribers through YouVersion's Bible app last year alone, we are thrilled to be enabling people to build healthy Bible reading habits in 160 countries around the world.

During the year, we launched new functionality within the app to create an account, or log in using an existing Alpha account, allowing users to sync across devices for a more streamlined experience. We launched a new 'Verse of the Day' feature, so that users can receive a Bible verse onto their home screen at a time they choose, reminding them to read the Bible. This has sparked a wave of reflection and connection, with users sharing Verse of the Day with their friends over 84,000 times since launch of this feature in September.

We want everyone doing Alpha to be aware of The Bible with Nicky and Pippa Gumbel as a great next step in their faith journey, in part by creating a special storytelling campaign highlighting the impact regular bible reading can have on your relationship with Jesus. Finally, because our data tells us that our users prefer listening to audio over reading text, we will be trialling AI solutions to create audio in languages that we do not yet have available. In 2025 we will be releasing a new, short bible reading plan called '30 Days' in audio-visual and text formats to enable us to engage new users on platforms where we have not previously had a presence.

Alpha Youth Series and Alpha Film Series

In 2024, in collaboration with Alpha International USA IP, LLC. ('AIUSA'), we supported development activity for two new Alpha products: the new Alpha Youth Series ('AYS 3.0') and the new Alpha Film Series ('AFS 2.0').

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Alpha Youth Series (AYS)

The all-new Alpha Youth Series launched globally on 14 November, featuring 10 episodes and 2 training videos in English, with subtitles in 8 languages: Spanish (LATAM), Portuguese (Brazil), Swedish, Thai, Korean, Bahasa Malaysia, Bahasa Indonesia, and Tamil. To support churches in running effective Alphas, the series includes 70+ marketing materials, a discussion guide, 3 training videos for different contexts, and 10 weekly briefing videos. In Q4 2024, over 30 launch events took place worldwide, with more planned for 2025. Looking ahead, we're excited to translate the series into 20+ additional languages this year.

Alpha Film Series (AFS)

We are initiating the remake of the current Alpha Film Series in collaboration with AIUSA 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;
- Re-work 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 (because personal story is the most powerful way to convey the message); and
- Design it in such a way that allows large scale translation and contextualisation at pace and in a cost-effective manner

The launch of the core product is anticipated for Q4 2026. Once complete, the new series will be translated into multiple languages and will include contextualised versions for different parts of the world.

We are working to create a curated set of resources that will benefit Alpha guests as they journey through the course, allowing them to dive deeper into the issues they have looked at each week. We are thrilled that several organisations including The Bible Project, the Centre for Cultural Witness and Streams Studio, have generously partnered with us to showcase relevant content. This will allow guests to deepen their understanding in-between Alpha sessions if they would like to and engage during the week to encourage their return to the next Alpha session. Currently this content is available through our new guest-facing Alpha mobile app which is being rolled out over the coming year.

Alpha Creative Hub and Contextualisation

AI has been collaborating with the 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 developing contextualised versions of these materials to appeal to more local markets.

In 2024, the ACH completed production of the new AYS 3.0 along with subtitles and is on track to deliver 20+ additional translations and one contextualised version in 2025.

Alpha Global Publishing

In 2024, Alpha Global Publishing made significant progress. All contracts that expired at the end of the year were successfully updated. During this process, we engaged in consultations with most of our National Alpha Offices (NAOs) to better understand their publishing needs, address their questions, and strengthen our relationships.

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Our sales reporting efforts were comprehensive, with sales data collected globally from NAOs, Alpha Offices ('AOs'), and publishing houses. Out of these, 41 entities reported book sales, resulting in royalty income. This contributed to a 22% year-on-year increase in revenue.

A key initiative launched this year was the 'Translation Database', which serves as a central repository for all translated files of our products worldwide. This ambitious project is progressing steadily thanks to the strong cooperation of the NAOs.

The AYS 3.0 Discussion Guide marked another success for our publishing team. Developed as a supporting resource for AYS 3.0, the guide has already been translated into 11 languages and is available through the MyAlpha digital platform.

Looking ahead, Alpha Global Publishing has set ambitious goals for 2025. The AYS 3.0 Discussion Guide will be translated into 20+ additional languages, expanding its accessibility worldwide. We will be exploring the publication of new books and ensuring any expiring contracts are reviewed and renewed in a timely fashion. Finally, our Translation Database project will continue, with ongoing efforts to collect and centralise translated files for all our products globally. Alpha Global Publishing remains committed to expanding its reach, strengthening partnerships, and ensuring high-quality resources are available worldwide.

Alpha Youth

2024 was another amazing year for Alpha Youth as it continued to grow all around the world. In 2024, there were over 29,000 Alpha Youth courses, with over 744,000 guests, a 10% growth from 2023. On top of this encouraging growth, we were thrilled to launch the new Alpha Youth Series on 14th November in 8 languages. Together with regional and national teams, we were successfully able to host 37 different launch events all over the world, in places such as Singapore, Kuala Lumpur, Stockholm, London, and Amsterdam. This was a monumental achievement that has taken years of work by our global team in collaboration with regional and national teams and has already been received so positively by local churches all over the world.

Parallel to the launch of the new Alpha Youth Series, as a global Alpha Youth team together with the Church Engagement Team, we also launched two accompanying projects. Firstly, the 'Complimentary Alpha Youth Training Resources', which were designed to best equip Alpha Youth leaders. These include weekly briefing videos and context-specific training, for example, running Alpha Youth for your friends or running Alpha Youth in a Catholic context. And secondly, the Alpha Youth Engagement Toolkit; these were resources designed to best equip staff in national offices to best communicate the heart behind Alpha Youth in their church engagement and specifically within the catholic context.

At the Leadership Conference in 2024, we launched the upcoming new Alpha Youth Series during the evening session by hosting a panel discussion with Dan Blythe (Alpha Global Youth Director) and new Alpha Youth Series hosts sharing the vision of the new series. We also hosted a Circles and Spaces seminar and 'lab' which gathered leaders of all ages from all over the world. The focus of the session was on the importance of listening to and understanding the young people we are wanting to reach and hope to empower. Building on this, we also hosted The Open Generation, a one-day event post-Leadership Conference for 700+ global strategic church leaders to worship together and explore the unique opportunity that the new Alpha Youth Series brings in reaching the emerging generations.

Future Plans

We have significant dreams and plans for 2025. Our key focus areas include:

- Supporting the continued translation and contextualisation process for AYS 3.0 in collaboration with AIUSA.

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- Supporting the completion of the pre-production phase for AFS 2.0 and moving into production phase in collaboration with AIUSA.
- Progressing a multi-year global fundraising campaign.
- Global focus on training, including a re-alignment of global principles in preparation of AFS 2.0 production and release.
- Running Leadership Conference 2025, which will be hosted at the Royal Albert Hall.
- Hosting strategic church leaders and youth leaders at 'The Rising Generation Day' after LC25.
- Focusing on growing Alpha in key contexts, including Youth and Catholic.
- Accelerating key digital projects, including The Alpha App, Theory of Change project and MyAlpha.
- Strengthening the Church Engagement Framework strategy across Alpha globally.
- Enabling regional and country teams to grow Alpha in their contexts.
- Creation and launch of a new global guest marketing campaign.

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 objectives of the 2033 global vision.

Financial Review

Results for the year

The SoFA for the year shows an operating surplus of £2.36m (2023: £7,687). This surplus was chiefly due to restricted donations received for various projects not spent in the year. A total of £4.5m of unspent restricted funds have been carried forward to be spent in 2025. Cash in hand at the end of the year amounted to £7.57m, an increase of £2.41m over 2023, which was chiefly due to a large portion of unspent restricted funds received in 2024 carried forward into 2025.

Income derived from voluntary donations for the year was £19.68m compared to £19.23m in 2023. The increase in total voluntary donations of £450k year on year, was due to more income raised as a result of the continued global fundraising campaign launched in April 2023 in collaboration with Alpha USA.

Income from other sources (sales, conferences, royalties, and interest receivable) was £1.50m compared to £1.41m in 2023. The total expenditure for 2024 has decreased by 8.8%, amounting to £18.82m, compared to £20.64m in 2023. This reduction is primarily attributed to the completion of a three-year Leadership Development project in 2023, which accounted for a significant portion of previous year expenditures.

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 2024 were £2.14m (2023: £1.76m) which represents roughly one and half months' working capital requirement based on the 2025 budget. As our current reserve level is

Alpha International (A charitable company limited by guarantee)**Trustees' report for the year ended 31 December 2024**

below our target, the Trustees agreed to continue to build a free reserve in 2025 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 2024, the balance on restricted funds amounted to £4.5m (2023: £2.81m).

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 £7.69m were made during the year (2023: £8.61m).

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 are committed to effective risk management at Alpha International. Risk management forms an integral part of good governance and decision-making and it is incorporated in strategic and operational planning.

Our Risk & Governance team oversees a risk management framework, which is 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. Regular dialogue with central function and regional team leads has supported the embedding of the organisation's risk

Alpha International (A charitable company limited by guarantee)**Trustees' report for the year ended 31 December 2024**

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. Risk awareness is also strengthened by the representation of the Risk & Governance team in key regular ongoing working groups such as safeguarding, data protection, and global fundraising.

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

During 2024, the trustees have given consideration to the major risks to which the charity is exposed. 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 standards in respect of staff, volunteers and visitors.

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

Potential Risks	Mitigations
1. Alpha International or its representatives 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 and accountability 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 and 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	<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 Finance & Risk 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 with the board committee on these issues.

Alpha International (A charitable company limited by guarantee)**Trustees' report for the year ended 31 December 2024**

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"> Updated federated partnership and licencing agreements are in place for the period of 2024 to 2026 inclusive, following a renewal process in 2023. These agreements outline the terms of arrangement between AI and the NAOs and Alpha Offices ('AOs') and also formally licence the Alpha ministry, brand and products to NAOs and Alpha Offices.
6. Lack of adequate disaster recovery 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 are dispersed across the UK and Europe and reliant only on an internet connection. Critical data and key systems are subject to robust backup process and internal/external monitoring. Security is 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.
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 UK GDPR working group to help ensure data protection and privacy compliance. In addition, there is onboarding, and on-going training and upskilling of staff is currently being planned. AI has internal General Counsel and there is solicitation of external legal advice when necessary. Appropriate levels of indemnity and liability insurance coverage are 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 1.5-months' cash reserves to cover cashflow fluctuations. AI is building capacity to extend this coverage to 2-3 months reserves, by means of cash and a credit facility. 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 a clear published and adopted safeguarding policy and associated reporting procedures and it provides training for staff. Alpha has a Safeguarding working group, which meets quarterly to review and develop policies and procedures, consider current or possible safeguarding matters, and develop training material.

Alpha International (A charitable company limited by guarantee)

Trustees' report for the year ended 31 December 2024

Auditors

Moore Kingston Smith LLP were appointed to carry out our audit for 2024.

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

A handwritten signature in black ink that reads "Nicky Gumbel". The signature is written in a cursive, slightly slanted style.

Revd. Nicky Gumbel (Chairman)

Date May 27, 2025 | 10:13 PM PDT

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 2024 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 2024 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

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALPHA INTERNATIONAL

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
- 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

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALPHA INTERNATIONAL

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 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:

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALPHA INTERNATIONAL

- 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.

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.



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

9 Appold Street,
London
EC2A 2AP

Date: June 4, 2025 | 6:32 PM BST

Alpha International

Statement of Financial Activities for the year ended 31 December 2024

	Note	Unrestricted funds	Restricted funds	Total	Total
INCOME		2024 £	2024 £	2024 £	2023 £
Donations and legacies					
Donations under gift aid	2a)	415,290	145,705	560,995	473,735
Other donations and similar income	2b)	9,431,418	9,683,524	19,114,942	18,758,608
		9,846,708	9,829,229	19,675,937	19,232,343
Charitable activities	2c), 6	1,460,747	-	1,460,747	1,366,121
Other income	2d)	42,852	-	42,852	47,552
Total income		11,350,307	9,829,229	21,179,536	20,646,016
EXPENDITURE					
Cost of Raising funds	3a)	554,705	761,056	1,315,761	1,124,970
Expenditure on charitable activities					
Strategic Leadership and Enablement	3b), 18	1,866,462	282,059	2,148,521	4,234,144
UK Development	3c), 18	1,222,510	80,172	1,302,682	1,249,709
Digital, Media, Product and Publications	3d), 18	2,914,327	4,839,911	7,754,238	8,179,878
International Development	3e), 18	1,958,388	1,964,230	3,922,618	3,728,920
Alpha Context Development	3f), 18	354,907	165,037	519,944	483,445
Other Ministries	3g), 18	136,177	1,907	138,084	142,561
Conferences	3h), 18	1,675,852	38,472	1,714,324	1,494,711
Total charitable expenditure		10,128,623	7,371,788	17,500,411	19,513,368
Total expenditure		10,683,328	8,132,844	18,816,172	20,638,338
Net income/(expenditure) before gains/(losses)		666,979	1,696,385	2,363,364	7,678
Other gains	2e)	-	-	-	13,937
Net income/(expenditure)		666,979	1,696,385	2,363,364	21,615
Funds brought forward at 1 January		9,966,401	2,801,334	12,767,735	12,746,120
Funds carried forward at 31 December		10,633,380	4,497,719	15,131,099	12,767,735

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 24 to 36 form part of these financial statements.

Alpha International

Balance Sheet As at 31 December 2024

	Note	2024 £	2023 £
FIXED ASSETS			
Tangible assets	9	8,364,358	8,476,744
Intangible assets	10	-	-
Total fixed assets		<u>8,364,358</u>	<u>8,476,744</u>
CURRENT ASSETS			
Stock	11	83,521	58,707
Debtors	12	957,571	1,341,967
Cash at bank and in hand	13	7,574,375	5,160,747
Total current assets		<u>8,615,467</u>	<u>6,561,421</u>
LIABILITIES: AMOUNTS FALLING DUE WITHIN ONE YEAR	14	<u>(1,098,726)</u>	<u>(1,516,564)</u>
NET CURRENT ASSETS		<u>7,516,741</u>	<u>5,044,857</u>
LIABILITIES: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR	15	(750,000)	(753,866)
NET ASSETS		<u>15,131,099</u>	<u>12,767,735</u>
<u>FUNDS</u>			
Unrestricted:			
General	16	2,170,603	1,775,675
Designated	17	8,462,777	8,190,726
Restricted	18	4,497,719	2,801,334
		<u>15,131,099</u>	<u>12,767,735</u>

Approved by the Board on 02/05/2025 and signed on its behalf by:

Nicky Gumbel

Revd. Nicky Gumbel
Chairman

The notes on pages 24 to 36 form part of these accounts.

Alpha International

Statement of cashflows For the year ended 31 December 2024

	2024 £	2023 £
Net Cash inflow from Operations (see note below)	2,446,934	520,322
Cash flows from Investing Activities		
Purchase of tangible fixed assets	(33,306)	(10,732)
Purchase of intangible fixed assets	-	(89,833)
Net increase in cash & cash equivalents	2,413,628	419,757
Increase in cash and cash equivalents	2,413,628	419,757
Cash balance brought forward	5,160,747	4,740,990
Cash balance carried forward	7,574,375	5,160,747

Note to cash flow statement

	2024 £	2023 £
Cash flow from Operating activities		
Net operating surplus (per Statement of Financial Activities)	2,363,364	7,678
Other gains	-	13,937
Depreciation and amortisation charges	145,692	502,894
Loss on disposal of assets	-	494,733
(Increase) in stock	(24,814)	(31,147)
Decrease in debtors	384,396	717,841
(Decrease) in creditors due within one year	(417,838)	(831,614)
(Decrease) in creditors due after more than one year	(3,866)	(354,000)
Net Cash inflow from Operations	2,446,934	520,322

NET FUNDS /(DEBT) RECONCILIATION

	Notes	1 January 2024	Cash flows	Other movements	31 December 2024
Cash at bank and in hand	13	5,160,747	2,413,628	-	7,574,375
Loans	14 & 15	(1,357,866)	354,000	-	(1,003,866)
Net Funds		3,802,881	2,767,628	-	6,570,509

Alpha International

Notes to the financial statements
For the year ended 31 December 2024

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 2025 budget of (£20.1m). 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.

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

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.

Alpha International

Notes to the financial statements
For the year ended 31 December 2024

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 three 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.

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) Group Professional Service (GPS) cost allocations

A strong partnership and working relationship is enjoyed between HTB, AI, SPTC, and RT. Shared service costs (known as Group Professional Service) 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.

Alpha International

Notes to the financial statements
For the year ended 31 December 2024

2. INCOME

	Unrestricted funds £	Restricted funds £	Total 2024 £	Total 2023 £
a) Gift Aid Donations				
Donations	285,504	113,208	398,712	288,208
Standing Orders	46,728	3,356	50,084	90,780
Income tax recovered	83,058	29,141	112,199	94,747
	<u>415,290</u>	<u>145,705</u>	<u>560,995</u>	<u>473,735</u>
b) Non Gift Aid Donations and similar income				
Donations	9,305,341	9,616,983	18,922,324	18,640,730
Standing orders and payroll giving	126,077	66,541	192,618	117,878
	<u>9,431,418</u>	<u>9,683,524</u>	<u>19,114,942</u>	<u>18,758,608</u>
c) Income from operating activities:				
Conference income	931,714	-	931,714	875,686
Resource sales	460,227	-	460,227	403,015
Royalties Income current year	68,806	-	68,806	87,420
	<u>1,460,747</u>	<u>-</u>	<u>1,460,747</u>	<u>1,366,121</u>
d) Other Income				
Bank interest and Other income	42,852	-	42,852	47,552
	<u>42,852</u>	<u>-</u>	<u>42,852</u>	<u>47,552</u>
e) Other gains				
Adjustment for fair value of derivative contract (refer to note 15)	-	-	-	13,937
	<u>-</u>	<u>-</u>	<u>-</u>	<u>13,937</u>

Alpha International

Notes to the financial statements
For the year ended 31 December 2024

3. EXPENDITURE

	Direct	Grants to NAO's	Allocated	Total	Total
	Costs	& Partner Organisations *	Support Costs	2024	2023
	£	£	£	£	£
a) Cost of raising funds	1,019,841	150,197	145,723	1,315,761	1,124,970
b) Strategic Leadership and Enablement					
Global strategy	847,774	239,044	101,424	1,188,242	1,357,841
Risk & Governance	49,905	82,189	12,907	145,001	172,033
The Alpha Office	174,930	-	24,980	199,910	332,797
Church Engagement Framework (CEF)	240,227	73,286	47,947	361,460	230,571
Leadership Development	10,429	242,121	1,358	253,908	2,140,902
	1,323,265	636,640	188,616	2,148,521	4,234,144
c) UK Development					
Alpha Scotland	74,262	-	12,367	86,629	70,366
Alpha Northern Ireland	95,967	-	13,578	109,545	109,464
Alpha Wales	82,095	-	12,498	94,593	70,834
Alpha England	833,079	1,214	177,622	1,011,915	999,045
	1,085,403	1,214	216,065	1,302,682	1,249,709
d) Digital, Media, Product and Publications					
Media and publications	440,465	30,310	15,082	485,857	519,295
Global Marketing and Communications	353,724	48,043	69,540	471,307	353,960
Digital	1,122,956	1,523,542	237,527	2,884,025	3,642,869
Product Development and Contextualisation	682,864	2,934,171	114,641	3,731,676	3,491,514
Product Development Management	120,295	21,147	39,931	181,373	172,240
	2,720,304	4,557,213	476,721	7,754,238	8,179,878
e) International Development					
EME development	904,369	457,306	157,698	1,519,373	1,196,254
Africa development	10,121	508,325	61,803	580,249	488,378
Latin America development	28,783	482,310	48,209	559,302	453,653
Asia Pacific development	309,600	856,989	97,105	1,263,694	1,590,635
	1,252,873	2,304,930	364,815	3,922,618	3,728,920
f) Alpha Context Development					
Alpha - Prisons	56,598	-	15,753	72,351	68,200
Alpha - Catholic Context	99,476	-	19,287	118,763	108,347
Alpha - Youth	240,008	38,569	50,253	328,830	306,898
	396,082	38,569	85,293	519,944	483,445
g) Other Ministries					
Marriage Courses	113,644	-	24,440	138,084	142,561
	113,644	-	24,440	138,084	142,561
h) Conferences					
Conference direct costs & Logistics	1,544,233	-	134,187	1,678,420	1,452,570
Alpha Global Week	35,904	-	-	35,904	42,141
	1,580,137	-	134,187	1,714,324	1,494,711
Total expenditure	9,491,549	7,688,763	1,635,860	18,816,172	20,638,338

* 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 2024

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	Support costs	2024	2023
		£	£	£	£
Facilities & Desk Charge		-	159,253	159,253	179,550
IT		8,389	268,439	276,828	280,520
Digital Estate		-	-	-	10,354
Finance		-	486,534	486,534	429,476
HR		-	220,584	220,584	222,167
Operations		7,298	179,964	187,262	129,665
Legal		-	153,588	153,588	140,300
HQ Buildings Depreciation		130,005	-	130,005	130,006
(Gains)/losses on foreign exchange		-	21,806	21,806	93,543
		145,692	1,490,168	1,635,860	1,615,581

5. ANALYSIS OF EXPENDITURE		Staff costs	Other costs	Total 2024	Total 2023
		£	£	£	£
Cost of Raising funds		595,016	575,022	1,170,038	997,048
Charitable activities					
	Strategic Leadership and Enablement	803,758	1,156,147	1,959,905	3,997,106
	UK Development	715,209	371,408	1,086,617	1,023,156
	Digital, Media, Product and Publications	1,287,557	5,989,960	7,277,517	7,687,725
	International Development	537,020	3,020,783	3,557,803	3,348,856
	Alpha Context Development	297,717	136,934	434,651	401,195
	Other Ministries	85,609	28,035	113,644	124,353
	Conferences	443,505	1,136,632	1,580,137	1,443,318
Allocated Support Costs (see note 4)	Support Costs	959,080	676,780	1,635,860	1,615,581
		5,724,471	13,091,701	18,816,172	20,638,338

6. REGIONAL ANALYSIS OF SALES

	2024	2023
	£	£
Income from Media resources and Conferences can be analysed as follows:		
United Kingdom	1,406,351	1,304,531
North America and Canada	15,757	18,762
Asia Pacific	13,339	12,964
Europe, Africa, Middle East	25,300	29,864
	1,460,747	1,366,121

7. AUDIT COSTS, DEPRECIATION AND AMORTISATION

	2024	2023
	£	£
Auditor's remuneration: current year	16,930	18,253
Auditor's remuneration - other services	1,119	2,470
Depreciation (see note 9)	145,692	141,484
Amortisation (see note 10)	-	361,410
	163,741	523,617

8. STAFF COSTS

	2024	2023
	£	£
Wages and salaries	4,887,087	4,241,895
Social security costs	544,519	465,241
Pension costs	292,865	243,567
	5,724,471	4,950,703

Alpha International

Notes to the financial statements
For the year ended 31 December 2024

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 RT. 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 Group Professional Services, 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 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 106 (2023: 95).

The number of employees whose total benefits (excluding pension and NI) were greater than £60K was 14 (2023: 13), as follows:

£60K-£70K bracket - 2
£70K-£80K bracket - 6
£80K-£90K bracket - 3
£100K-£110k bracket - 1
£120K-£130k bracket - 1
£130K-£140k bracket - 1

Group Professional Services staff are on the HTB payroll but serve HTB, AI, SPTC, and RT- 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 £275,649 (2023: £340,836).

The key management personnel of the Central Services function which serves HTB, AI, SPTC, and RT are comprised of the Group Director of Professional Services, 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 £370,980 (2023: £319,800); but Alpha only bore a portion of these costs, £145,060 (2023: £113,039).

Redundancy/termination payments

These totalled NIL for the year (2023: 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 2024	10,500,285	83,593	30,268	6,914	10,621,060
Additions	-	17,351	9,934	6,021	33,306
Disposals	-	(29,437)	-	-	(29,437)
Closing balance 31st December 2024	10,500,285	71,507	40,202	12,935	10,624,929
Depreciation					
Opening balance 1st January 2024	2,036,655	77,675	23,072	6,914	2,144,316
Charge for 2024	130,005	8,389	5,627	1,671	145,692
Disposals	-	(29,437)	-	-	(29,437)
Closing balance 31st December 2024	2,166,660	56,627	28,699	8,585	2,260,571
Net Book Value					
At 31st December 2023	8,463,630	5,918	7,196	-	8,476,744
At 31st December 2024	8,333,625	14,880	11,503	4,350	8,364,358

Alpha International

Notes to the financial statements
For the year ended 31 December 2024

10. INTANGIBLE FIXED ASSETS

Cost	Intellectual Property	Total
Opening balance 1st January 2024	200,000	200,000
Additions	-	-
Disposals	-	-
Closing balance 31st December 2024	200,000	200,000
Amortisation		
Opening balance 1st January 2024	200,000	200,000
Charge for 2024	-	-
Disposals	-	-
Closing balance 31st December 2024	200,000	200,000
Net Book Value		
At 31st December 2023	-	-
At 31st December 2024	-	-

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.

	2024	2023
	£	£
Stock of books and other resources for resale	83,521	58,707

12. DEBTORS	2024	2023
	£	£
Trade Debtors	23,391	204,683
Prepayments	452,669	402,774
Sundry Debtors	104,594	100,557
Amount due from HTB (see note 19)	-	6,958
Other Debtors	-	10,432
Accrued Income	376,917	616,562
	957,571	1,341,966

13. CASH AT BANK AND IN HAND	2024	2023
	£	£
Balance attributable to restricted fund	3,918,525	2,683,519
Balance at bank and in hand	3,655,850	2,477,228
	7,574,375	5,160,747

14. LIABILITIES: AMOUNTS FALLING DUE WITHIN ONE YEAR	2024	2023
	£	£
Creditors for goods and services	194,575	345,544
Amount due to HTB (see note 19)	29,981	-
Amount due to RT (see note 19)	76	1,800
Deferred income*	337,724	262,147
Accruals	89,189	157,855
Taxation and Social Security	101,873	117,031
Other creditors	91,442	28,187
Mortgage finance	3,866	354,000
Loan (see note 15)	250,000	250,000
	1,098,726	1,516,564

***Deferred Income**

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

	2024	2023
	£	£
Balance at 1 January	262,147	528,949
Amount released to income	(262,147)	(528,949)
Amount deferred in year	337,724	262,147
Balance at 31 December	337,724	262,147

Alpha International

Notes to the financial statements
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15. LIABILITIES: AMOUNTS FALLING DUE IN MORE THAN ONE YEAR

	2024	2023
	£	£
Mortgage finance	-	3,866
Loan	750,000	750,000
	<u>750,000</u>	<u>753,866</u>

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 final amount of £3,866 was made as at 31 January 2025 and is disclosed in note 14. The lender opted not to charge interest for the full amount. 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 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 2024.

16. ANALYSIS OF NET ASSETS BY FUND

	General funds	Designated funds	Restricted funds	Total
	£	£	£	£
	2024			
Fixed assets	30,734	8,333,624	-	8,364,358
Stock and debtors	461,898	-	579,194	1,041,092
Cash at bank and in hand	3,522,831	133,019	3,918,525	7,574,375
Current liabilities	(1,094,860)	(3,866)	-	(1,098,726)
Long term liabilities	(750,000)	-	-	(750,000)
Fund balance	<u>2,170,603</u>	<u>8,462,777</u>	<u>4,497,719</u>	<u>15,131,099</u>
	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	<u>1,775,675</u>	<u>8,190,726</u>	<u>2,801,334</u>	<u>12,767,735</u>

17. DESIGNATED FUNDS

	2024 Opening Balance	Mortgage Repayment	Property Depreciation	Transfer from General Reserve	2024 Closing Balance
	£	£	£	£	£
5-7 Cromwell Road Fund	8,105,763	354,000	(130,005)	-	8,329,758
Future Depreciation - Central Service Assets	84,963	-	(67,943)	115,999	133,019
	<u>8,190,726</u>	<u>354,000</u>	<u>(197,948)</u>	<u>115,999</u>	<u>8,462,777</u>
	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
	<u>7,980,796</u>	<u>354,000</u>	<u>(202,521)</u>	<u>58,451</u>	<u>8,190,726</u>

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 RT 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 2025 and beyond. This designated fund is adjusted annually to reflect the value of future years' depreciation calculated at the end of each financial year.

Alpha International

Notes to the financial statements
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	Opening Balance	Opening Balance Reallocation **	Income	Expenditure	Closing Balance
18. RESTRICTED FUNDS 2024	2024	2024	2024	2024	2024
	£	£	£	£	£
<u>Strategic Leadership and Enablement</u>					
Leadership Development	282,059	-	-	(282,059)	-
	282,059	-	-	(282,059)	-
<u>UK Development</u>					
Alpha Scotland	22,000	-	32,533	(34,533)	20,000
Alpha Northern Ireland	26,000	-	47,214	(45,214)	28,000
UK Development Fund	-	-	425	(425)	-
	48,000	-	80,172	(80,172)	48,000
<u>Digital, Media, Product and Publications</u>					
Digital & Training	25,000	826,433	213,053	(1,064,486)	-
Alpha Film Series	94,433	-	1,553,085	(780,851)	866,667
AlphaNow	826,433	(826,433)	-	-	-
Product Development	43,952	-	12,000	(55,952)	-
Asian Alpha Film Series	294,553	-	13,673	(119,700)	188,526
Alpha Youth Series	396,776	(5,973)	2,159,368	(2,318,367)	231,804
Alpha Creative Hub	31,341	-	487,614	(409,936)	109,019
Global Comms	392,700	(312,700)	2,687	(82,687)	-
Global Systems Development	-	-	454	(454)	-
MENA Alpha Film Series	-	-	409,633	(7,441)	402,192
Translation & Contextualisation	-	254,004	968,621	(37)	1,222,588
The Parenting Course Remake	-	-	224,610	-	224,610
	2,105,188	(64,669)	6,044,798	(4,839,911)	3,245,406
<u>International Development</u>					
Africa Development Fund	83,666	-	23,223	(101,354)	5,535
Asia Pacific Development Fund	212,405	-	1,962,893	(1,178,593)	996,705
EME Development Fund	45,016	-	651,811	(623,496)	73,331
Latin America Development Fund	-	-	114,529	(60,787)	53,742
	341,087	-	2,752,456	(1,964,230)	1,129,313
<u>Alpha Context Development</u>					
Alpha - Prisons	-	-	40,581	(581)	40,000
Alpha - Youth	-	64,669	20,041	(84,710)	-
Alpha in a Catholic Context	-	-	79,746	(79,746)	-
	-	64,669	140,368	(165,037)	40,000
<u>Other Ministries</u>					
Marriage Courses	-	-	1,907	(1,907)	-
	-	-	1,907	(1,907)	-
<u>Conferences</u>					
Leadership Conference	25,000	-	48,472	(38,472)	35,000
	25,000	-	48,472	(38,472)	35,000
<u>Fundraising & Support Cost</u>					
Cost of Raising funds	-	-	761,056	(761,056)	-
	-	-	761,056	(761,056)	-
	2,801,334	-	9,829,229	(8,132,844)	4,497,719

** With the boundaries of the donor proposal and approval from the relevant donor, some of the opening restricted funds were reallocated to be different project line to match the funding with associated expenditure.

Alpha International

Notes to the financial statements
For the year ended 31 December 2024

18. RESTRICTED FUNDS 2024 continued

	Opening Balance	Income	Expenditure	Closing Balance
	2023	2023	2023	2023
	£	£	£	£
RESTRICTED FUNDS 2023				
<u>Strategic Leadership and Enablement</u>				
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
<u>UK Development</u>				
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
<u>Digital, Media, Product and Publications</u>				
Digital & Training	139,447	1,996,649	(2,111,096)	25,000
Alpha Innovation/Creative	-	-	-	-
Global Comms	-	-	-	-
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
<u>International Development</u>				
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
<u>Alpha Context Development</u>				
Alpha - Prisons	-	22,699	(22,699)	-
Alpha - Youth	-	260,929	(260,929)	-
Alpha Forces	-	-	-	-
Alpha in a Catholic Context	3,942	80,757	(84,699)	-
	3,942	364,385	(368,327)	-
<u>Other Ministries</u>				
Marriage Courses	17,334	70,924	(88,258)	-
	17,334	70,924	(88,258)	-
<u>Conferences</u>				
Leadership Conference	-	69,002	(44,002)	25,000
	-	69,002	(44,002)	25,000
<u>Fundraising & Support Cost</u>				
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.

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
The Revd John Alexander Kirkpatrick (Sandy) Millar	None	£9,614 (2023: £9,614) paid via HTB as a retainer fee and cross charged to Alpha International
Dato Hong Yeoh	Trinidad Limited	NIL (2023: NIL)
Datuk Kathleen Chew	AlphaMy Berhad (Alpha Malaysia), 'St Pauls' Theological Centre, and Trinidad Limited	NIL (2023: NIL)
The Revd Nicky Gumbel	St Mellitus College Trust	NIL (2023: NIL)
The Revd Al Gordon	The PCC of the Ecclesiastical Parish of Hackney	NIL (2023: NIL)
Mrs Rebecca Stewart (Resigned on 05 December 2024)	None	NIL (2023: NIL)
Ms Fopefoluwa Adelowo	None	NIL (2023: NIL)
Ms Gabriella Helland (Resigned on 23 September 2024)	None	NIL (2023: NIL)
The Revd James Mallon	Alpha Ministries Canada, Divine Renovation Ministry	NIL (2023: NIL)
The Revd Richard Coates	St Paul's Theological Centre; St Mellitus College Trust; Revitalise Trust; Church Renewal Trust and Holy Trinity Brompton	NIL (2023: NIL)
Mr Andre Joseph	None	NIL (2023: NIL)
Mr Robert Gruenewald	None	NIL (2023: NIL)
The Revd Stephen Foster	The PCC of the Ecclesiastical Parish of St Aldates, Oxford (St Aldates)	NIL (2023: NIL)
Mr Mark Hutchinson (Resigned on 30 October 2024)	None	NIL (2023: NIL)
Mrs Angelina Hutchinson	Alpha Australia	NIL (2023: NIL)

* 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 £2,558,854 (2023: £3,362,858) 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.

Revd Nicky Gumbel - £18,325 (2023: £19,539)

Revd John Alexander Kirkpatrick (Sandy) Millar - £6 (2023: £11)

Alpha International enjoys a shared vision and close working relationship with NAOs. Over 45 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.

Alpha International

Notes to the financial statements
For the year ended 31 December 2024

19. RELATED PARTIES continued

National Alpha Office & Related companies	Income	Expenditure	Balance owing at year end	Notes
AlphaMy Berhad (Alpha Malaysia)	Donations of £1,386 (2023:£77,795)	Grants - £906,520 (2023: £2,062,305)	NIL (2023: NIL)	
Trinidad Limited	NIL (2023: NIL)	Loan repayment £354,000 (2023: £354,000)	£1,003,866 Loan outstanding (2023: Loan outstanding £1,357,866) including the second £1m loan received in August 2019. See note 15 for further details	
Holy Trinity Brompton	Donations of £150,000 (2023: £265,220)	NIL (2023: NIL)	£30,364 due to HTB (2023: £6,958 due to AI)	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 RT 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 Ministries Canada	Joint venture income of NIL (2023: £1,930,022) Donations of £936,416 (2023: £128,480)	Joint venture expenditure £787,223 (2023: £1,172,167) Grants-£1,094,530 (2023: £705,135)	NIL (2023: 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.
Revitalise Trust	Donations of £22,532 (2023:£18,450)	NIL (2023: NIL)	£76 due to RT (2023: £1,800 due to RT)	
The PCC of the Ecclesiastical Parish of Brighton, St Peter (St Peter's Brighton)	Donations of NIL (2023: £2,000)	NIL (2023: £1,204)	NIL (2023: 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 (2023: NIL)	NIL (2023: £1,671)	NIL (2023: NIL)	
The PCC of the Ecclesiastical Parish of St Aldates, Oxford (St Aldates)	NIL (2023: NIL)	£19 (2023: £1,666)	NIL (2023: NIL)	
Alpha Australia	Donations of £614,921 (£528,361); Royalties of £7,585 (2023:£7,524).	Grants - £119,692 (2023: £39,870)	£NIL (2023: NIL)	
Divine Renovation Ministry	NIL (2023: NIL)	£6,542 (2023: £6,111)	NIL (2023: NIL)	

Alpha International

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

20. COMPARATIVE STATEMENT OF FINANCIAL ACTIVITIES

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
INCOME				
Donations and legacies				
Donations under gift aid	2a)	355,495	118,240	473,735
Other donations and similar income	2b)	6,391,674	12,366,934	18,758,608
		6,747,169	12,485,174	19,232,343
Charitable activities				
	2c), 6	1,366,121	-	1,366,121
Other income				
	2d)	47,552	-	47,552
Total income		8,160,842	12,485,174	20,646,016
EXPENDITURE				
Cost of Raising funds	3a)	561,183	563,787	1,124,970
Expenditure on charitable activities				
Strategic Leadership and Enablement	3b), 18	1,853,551	2,380,593	4,234,144
UK Development	3c), 18	1,009,196	240,513	1,249,709
Digital, Media, Product and Publications	3d), 18	1,823,305	6,356,573	8,179,878
International Development	3e), 18	1,696,353	2,032,567	3,728,920
Alpha Context Development	3f), 18	109,385	374,060	483,445
Other Ministries	3g), 18	52,934	89,627.00	142,561
Conferences	3h), 18	1,450,025	44,686	1,494,711
Total charitable expenditure		7,994,749	11,518,619	19,513,368
Total expenditure		8,555,932	12,082,406	20,638,338
Net income/(expenditure) before gains/(losses)		(395,090)	402,768	7,678
Other gains	2e)	13,937	-	13,937
Net income/(expenditure)		(381,153)	402,768	21,615
Funds brought forward at 1 January		10,347,554	2,398,566	12,746,120
Funds carried forward at 31 December		9,966,401	2,801,334	12,767,735