



Helping **bereaved** people find **support** and **wellbeing**.

PRESS RELEASE

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For immediate release

‘Quiet Revival’ in All Ages Seen in Bereavement Support

The newly released *Finding Jesus* report from the Evangelical Alliance paints a compelling picture of a society awakening to exploration of faith prompted by pain, crisis and a search for meaning; of God instigating people’s journeys often through spiritual experience and drawing people to himself, and where many are helped to come to faith by small groups and experiencing church: 38% ‘cultural’ Christians, 21% spiritual but not religious, and 21% having had no contact with church. This follows the Bible Society and others reporting a ‘Quiet Revival’ in Generation Z.

This has been the experience for almost two years of churches running ***The Bereavement Journey***[®] – a group-based programme run by the charity AtaLoss, which helps grieving adults to process loss.

An analysis of feedback from the first 162 courses since its re-launch in 2023 has shown:

- **39% attending with no previous church connection**
- **of whom 66% are choosing to attend the optional final session on Christian faith**
- **and as many as 90% of the course leaders reporting that some or all of their participants want to stay connected with the church afterwards, with many expressing interest in exploring faith further, being baptised or confirmed.**

This is from courses run by 22 denominations and across all areas of the UK.

Importantly, in line with the *Finding Jesus* results, the charity reports **all age groups attracted**: only 25% aged over 70, with 28% aged 61–70, 24% 51–60, 14% 41–50 and 9% 18–40, with **more than 95% of all age groups finding the faith session of help**. Also, supporting the Bible Society’s findings, Generation Z are attending and appreciating the optional faith session at 100%.

The charity has been trying to raise awareness of how *The Bereavement Journey*[®] is helping people of all ages to come to church and faith, anecdotally since autumn 2023, and formally since February 2025 with the publication of its Mission Impact Report.

Why *The Bereavement Journey*?

The *Finding Jesus* report shows that a difficult or painful experience (32%), needing help with life (37%), and looking for meaning (34%) are the top three prompts for exploring faith – and that offering time, patient discussion, authenticity of example, hospitality and practical kindness, are

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the factors that help. These are the main drivers of bereavement and components of *The Bereavement Journey* programme. The report also describes 'a picture of people having an encounter with God privately' with the two main prompts for coming to faith being an experience of God (39%) and reading the Bible (27%) – which are opportunities offered in *The Bereavement Journey*®'s faith session at the end.

The Bereavement Journey programme has long been helping people to process grief but the final session on faith was added by Revd Canon Yvonne Tulloch building on her previous work of 'Evangelism in a Spiritual Age'. Since its relaunch in September 2023 the programme has spread to over 440 locations, largely by word of mouth because of its potential for mission.

Says Yvonne. "Our results are particularly exciting as they span all ages and many are small churches in villages and towns, and because many had just started out and had not reached the point of advertising externally. From what we're hearing, those courses that are advertising to the public are experiencing as many as 100% attendees from outside church, with the same level of popularity for the optional session on faith."

One course leader shared:

"A participant who began with no faith left the course expressing full faith in Christ."

Another wrote:

"The concept of a loving God who wants relationship was completely new to many – and profoundly comforting."

And another summed up:

"They seemed keen to meet again, especially the non-church guests."

Revd Nicky Grey, Head of Church Engagement at **AtaLoss**, adds:

"Bereavement especially resonates with the spiritual awakening reported as everyone is affected by death sooner or later and bereavement naturally raises the big questions of life. No matter what their generation or prior position on faith, when someone important dies almost everyone wonders about God and hopes for something better beyond. Also, grief support is now being sought after many years of social taboo."

Yvonne concludes:

"As the *Finding Jesus* report says, 'God is on the move in a remarkable way and drawing people to himself'. Through *The Bereavement Journey*® this is particularly so as we have designed the programme with cultural changes and rising spirituality in mind. Wonderfully, this isn't just about Generation Z and the Church of the future, but a revival for the Church of today."

Ends

For media enquiries, interviews, more information about *The Bereavement Journey*®, please contact:

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Editor's Notes:

The Bereavement Journey® is a seven-session, church-based support programme of films and discussion for adults grieving the death of someone recent or long ago. The first six sessions are

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non-religious, offering a safe space to reflect and connect with others. The final (optional) seventh session offers an opportunity to explore faith questions arising in bereavement from a Christian perspective.

AtaLoss is a UK wide charity helping bereaved people across the UK find support and wellbeing. The charity raises awareness about grief and bereavement, provides central signposting to support through their website: ataloss.org, and trains and equips churches to provide bereavement support for their communities.

Revd Canon Yvonne Tulloch is an Anglican priest and Founder and CEO of AtaLoss, the charity that runs *The Bereavement Journey*®. She was formerly Canon for Mission at Coventry Cathedral and a Board member of Fresh Expressions. In 2005 she led the 'Beyond the Fringe' research that revealed rising spirituality outside formalised religion and co-authored 'Evangelism in a Spiritual Age'. Since 2010, following her first husband's death, she has devoted her time to developing bereavement support, which she recognises as the 'next chapter' of her mission focused call. In 2023 she re-developed *The Bereavement Journey*® to support changing culture and spirituality, which has proved to be an innovative opportunity for mission.