

FAITH · RESPONSIBLE INNOVATION · HUMAN CONNECTION

The One Million Salvations Journey Continues™

The mission has not changed. *The expression has.*

1,000,000 our long-term vision: help people encounter Jesus and begin a supported journey of faith

EDITORIAL STATUS Early development and prototype stage. Future platforms are proposed concepts and development ambitions, not fully launched public products.

CAMPAIGN [Campaign site](#)

UPDATED 3 SEPTEMBER 2026

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NEWSROOM BRIEF

The story in 60 seconds

The essential facts, phrased for fast and accurate reporting.

6.12B PEOPLE ONLINE / APRIL 2026	5.79B SOCIAL-MEDIA USER IDENTITIES	1M THE MISSION'S LONG-TERM VISION
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Digital context: [DataReportal Digital 2026 Mid-Year Global Update](#). Social-media figures refer to user identities and may not represent unique individuals.

Initiative	The One Million Salvations Journey Continues™
Founder	Alisa Latty-Alleyne, founder of HebrewsEleven™
Mission	To help one million people say “yes” to following Jesus through responsible, innovative use of technology, with meaningful human support.
Current stage	Early development and prototype stage
Three expressions	HebrewsEleven™, PrayerPulse™ and Digital Gospel Experiences™
Founding campaign	Target: 300 founding partners (First 300 / Gideon 300); up to £500,000 over a 12-month funding period
Place and date	Coventry, United Kingdom launched 3 August 2026

REPORTING LANGUAGE Use “proposed”, “future-focused”, “prototype”, “beta concept” or “in development” when describing the platforms. Do not describe them as fully launched services.

Live source of truth: [Campaign site](#)

WHAT IS BEING BUILT

One mission. Three expressions.

The One Million Salvations Journey Continues™ is a faith-led mission exploring how digital experiences, artificial intelligence and emerging technologies can help Christians share the Gospel with people facing real-life challenges. The vision is explicitly human-centred: technology may support discovery and connection, but spiritual decisions, prayer, pastoral care and discipleship remain rooted in the work of the Holy Spirit and the presence of people.

HebrewsEleven™	Helping Christian leaders lead AI wisely, with responsible strategy, governance and purpose.
PrayerPulse™	A future-focused concept for connected prayer experiences across distance.
Digital Gospel Experiences™	Proposed online journeys connecting testimony, the message of Jesus, response and human follow-up.

Digital Gospel Experience™

A proposed online journey intended to connect individuals with relevant stories of life transformation, introduce the message of Jesus, offer an opportunity to respond and connect participants with appropriate next-step support.

ILLUSTRATIVE JOURNEY

1. **Discover.** Encounter a relevant testimony or Gospel message.
2. **Understand.** Explore the message of Jesus in an accessible digital experience.
3. **Respond.** Choose whether to take a next step without algorithmic pressure.
4. **Connect.** Reach human support, discipleship resources, an Alpha course, an online Christian community or a local church.

PrayerPulse™

A future-focused prayer platform concept exploring connected prayer experiences, immersive technology, wearable integration and new ways for Christians and communities to pray together across geographical boundaries.

DEVELOPMENT BOUNDARY Digital Gospel Experiences™ and PrayerPulse™ are development work. Use proposed, prototype, beta concept or in development; do not describe either as a fully launched public service.

ORIGIN STORY

How the vision began

The vision originated during Alisa Latty-Alleyne’s time as UK and Ireland National Director for the Christian Broadcasting Network. During that period, she helped develop and lead digital evangelism initiatives including iTestify and an early Digital Altar Call concept.

Broadcasting chapter	Digital testimony, targeted outreach and structured follow-up were explored as ways to help people respond to the Gospel.
Earlier work	Earlier work explored how testimony, targeted outreach and follow-up could support Gospel engagement.
January 2026	After leaving her national leadership role, Latty-Alleyne concluded that the wider mission should continue beyond one organisational position.
August 2026	The One Million Salvations Journey Continues™ was announced through HebrewsEleven™.

“The role came to an end, but the vision and responsibility did not. I felt that what had been entrusted to me needed to continue, develop and be placed into the hands of a much wider community.”
Alisa Latty-Alleyne

EDITORIAL NOTE Historical work took place in an earlier organisational setting. It should not be described as results from this developing initiative.

OPERATING COMMITMENTS

Responsible innovation and safeguarding

The initiative places responsible AI leadership, safeguarding, transparency and meaningful human follow-up at the heart of its intended development. Its stated aim is not to manufacture or pressure spiritual decisions, but to explore how technology can support discovery, accessibility, personalisation and connection while protecting human agency.

- **Human agency.** A decision to follow Jesus should not belong to an algorithm.
- **Meaningful follow-up.** Digital engagement should lead towards trusted people, pastoral care and discipleship where appropriate.
- **Safeguarding by design.** Development is intended to include safeguarding expertise and clear pathways for support.
- **Theological oversight.** Faith content and spiritual pathways are intended to operate with theological accountability.
- **Privacy and data protection.** Future platforms are intended to include data protection and ethical governance.
- **Transparency.** The role and limits of AI should be clear to participants and partners.

“A decision to follow Jesus should never belong to an algorithm. Technology may help someone discover a testimony or understand the Gospel, but genuine faith, prayer, pastoral care and discipleship require the work of the Holy Spirit and the presence of people.”

Alisa Latty-Alleyne

PLANNED GOVERNANCE The initiative intends to include safeguarding expertise, theological oversight, data protection, ethical governance and trusted human relationships. These are development intentions, not a claim that every framework is already complete.

ALISA LATTY-ALLEYNE

Founder profile

Christian technology leader, responsible AI adviser and founder of HebrewsEleven™

Short biography

Alisa Latty-Alleyne is the founder of HebrewsEleven™, a responsible AI leadership and technology advisory company supporting churches, Christian organisations, charities and mission-led leaders. She has more than 20 years of leadership experience across the UK and international markets and previously served as UK and Ireland National Director for the Christian Broadcasting Network.

Extended biography

Alisa Latty-Alleyne helps leaders harness the opportunities presented by AI and emerging technology while protecting humanity, trust, ethics and organisational purpose. Alongside more than two decades of UK and international leadership experience, she is an Executive MBA candidate at Warwick Business School specialising in AI and Digital Transformation, a Chartered Management Institute Fellow and a recipient of the SHE Leads UK Woman of Distinction recognition. Her work brings together responsible AI leadership, governance, digital transformation, cybersecurity awareness, faith and human flourishing.

Credentials at a glance

- Founder, HebrewsEleven™
- Former UK and Ireland National Director, Christian Broadcasting Network
- More than 20 years of leadership experience across UK and international markets
- Executive MBA candidate, Warwick Business School - AI and Digital Transformation
- Fellow, Chartered Management Institute
- Recipient, SHE Leads UK Woman of Distinction recognition

PHOTOGRAPHY High-resolution founder photographs are available upon request from the media contact.

FOR EDITORS AND PRODUCERS

Story angles and producer prompts

Alisa Latty-Alleyne is available for interviews, podcasts, broadcasts, panels and expert commentary.

- **Faith and artificial intelligence.** What responsible AI leadership looks like in churches and Christian organisations.
- **The future of digital evangelism.** How online testimony, accessible journeys and human follow-up could work together.
- **The ethics of spiritual technology.** Why algorithms must not pressure, simulate or claim ownership of spiritual decisions.
- **Safeguarding in digital faith experiences.** Designing for vulnerability, privacy, transparency and trusted human connection.
- **Women in Christian and technology leadership.** Leadership across broadcasting, digital transformation and responsible innovation.

Questions an interviewer can ask

1. What does a responsible digital invitation to faith look like in practice?
2. Where should AI stop and human pastoral care begin?
3. How will you measure engagement without reducing salvation to a metric?
4. What safeguards must exist before prototypes are tested with the public?
5. Why continue this mission independently after leaving Christian broadcasting leadership?

Formats	Live or recorded broadcast, podcast, written Q&A, panel, keynote or expert comment
Location	Coventry, United Kingdom
Booking	admin@hebrewseleven.com +44 (0) 7756 155609

THE FIRST 300 / GIDEON 300

Building a movement of founding partners

300 FOUNDING PARTNERS INVITED	UP TO £500K 12-MONTH CATALYTIC FUNDING AMBITION	4 WAYS PRAYER · EXPERTISE · INTRODUCTIONS · FINANCE
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The First 300 (Gideon 300) Founding Partners Campaign invites 300 individuals to support the journey through prayer, professional expertise, strategic introductions or financial partnership. The aim is to form a wider community around responsible development rather than place the mission in the hands of one organisation alone.

What the initial phase is intended to support

- Core technology infrastructure
- Further Digital Gospel Experience™ prototypes
- The PrayerPulse™ beta concept
- Theological and safeguarding frameworks
- Research, testing and learning
- Formation of an experienced delivery team

Who the campaign is seeking

- Christian philanthropists and donors
- Churches and Christian networks
- Technology and responsible AI specialists
- Digital evangelism and discipleship organisations
- Safeguarding and theological advisers
- Strategic sponsors and catalytic funders
- Media organisations covering faith, technology and social impact

MEDIA TOOLKIT

Ready-to-use copy

One-line description

The One Million Salvations Journey Continues™ is a faith-led mission exploring how responsible technology, digital evangelism, prayer and human-centred discipleship could help one million people encounter Jesus and begin a supported journey of faith.

About the initiative

The One Million Salvations Journey Continues™ is a faith-led mission being developed through HebrewsEleven™. It brings together responsible AI, digital evangelism, prayer and human-centred discipleship, with concepts including the proposed Digital Gospel Experience™ and future-focused PrayerPulse™ platform. The initiative is at an early development and prototype stage and is seeking prayer partners, advisers, technology collaborators, churches, media partners, sponsors and catalytic funding.

About HebrewsEleven™

HebrewsEleven™ is a responsible AI leadership company helping churches, Christian organisations, charities and mission-led leaders use artificial intelligence and technology wisely, ethically and securely. Its work brings together responsible AI leadership, governance, digital transformation, cybersecurity awareness, faith and human flourishing.

Naming and status guide

Full initiative name	The One Million Salvations Journey Continues™
Founder / organisation	Alisa Latty-Alleyne / HebrewsEleven™
Digital Gospel Experience™	Proposed online journey; in development
PrayerPulse™	Future-focused prayer platform and beta concept; in development
Avoid	Language implying either platform is a fully launched public service

DIGITAL NEWSROOM

Links, assets and contact

ONLINE-FIRST The campaign site is the live source of truth. This PDF is a dated, downloadable briefing for offline reading, forwarding and newsroom records.

- **HebrewsEleven:** www.hebrewseleven.com
- **Campaign experience:** [The One Million Salvations Journey Continues](#)
- **Vision film:** [Watch the 71-second film](#)
- **PrayerPulse™ development:** [See the development overview](#)
- **Digital Gospel Experience™ walkthrough:** [Explore the walkthrough](#)
- **Founder profile:** [Alisa Latty-Alleyne on LinkedIn](#)

Media contact

Name	Alisa Latty-Alleyne / HebrewsEleven™
Email	admin@hebrewseleven.com
Telephone	+44 (0) 7756 155609
Campaign	Campaign site
Organisation	www.hebrewseleven.com
Available for	Interviews, podcasts, broadcasts, panel discussions, keynote contributions and expert commentary
Additional assets	High-resolution photographs, founder biographies and further information available upon request

SOURCE NOTE Updated 3 September 2026 from the supplied announcement. Global figures refer to April 2026 and were checked against DataReportal. Funding figures are ambitions. Confirm current status and arrangements with the media contact.

APPENDIX

Press release

FOR IMMEDIATE RELEASE

UK Technology Leader Launches Ambitious Mission to Help One Million People Encounter Jesus Through Digital Innovation

The One Million Salvations Journey Continues™ will bring together responsible AI, digital evangelism, prayer and human-centred discipleship to help the Church reach people in an increasingly digital world.

COVENTRY, UNITED KINGDOM - 3 August 2026 - Former UK and Ireland National Director for the Christian Broadcasting Network, Christian technology leader and HebrewsEleven™ founder Alisa Latty-Alleyne has launched The One Million Salvations Journey Continues™, an ambitious mission to help one million people say “yes” to following Jesus through the responsible and innovative use of technology.

The initiative will explore how digital experiences, artificial intelligence and emerging technologies can help Christians share the Gospel with people facing real-life challenges, while ensuring that spiritual decisions remain led by the Holy Spirit rather than manipulated by algorithms.

At the centre of the vision is the proposed Digital Gospel Experience™, an online journey designed to connect individuals with relevant stories of life transformation, introduce them to the message of Jesus, provide an opportunity to respond and then connect them with appropriate human support, discipleship resources, Alpha courses, online Christian communities or local churches.

The mission also includes the development of PrayerPulse™, a future-focused prayer platform exploring connected prayer experiences, immersive technology, wearable integration and new ways for Christians and communities to pray together across geographical boundaries.

Alisa Latty-Alleyne said:

"I believe the way we steward technology today will impact our children's children. Before we automate everything, we must pause, think and ensure we are using technology wisely, responsibly and in a way that allows humanity and technology to flourish together.

For me, Jesus has everything to do with this. My relationship with Jesus saved and transformed my life. I believe technology can be used to share that hope with people who may never initially walk through the doors of a church.

This journey is about asking what might become possible when faith, responsible innovation and human compassion work together. Could technology help one million people encounter Jesus and begin a supported journey of faith? I believe it can."

A vision that began in Christian broadcasting

The vision originated during Latty-Alleyne's time serving as UK and Ireland National Director for the Christian Broadcasting Network.

During that period, she helped develop and lead digital evangelism initiatives including iTestify and an early Digital Altar Call concept, exploring how online testimony, targeted digital outreach and structured follow-up could help people respond to the Gospel.

The earlier initiatives explored how digital testimony and follow-up could support Gospel engagement. They were developed in an earlier organisational setting.

After leaving her national leadership role in January 2026, Latty-Alleyne felt that the wider mission had not ended with her organisational position.

She said:

"The role came to an end, but the vision and responsibility did not. I felt that what had been entrusted to me needed to continue, develop and be placed into the hands of a much wider community."

Responsible AI and human safeguarding

The One Million Salvations Journey Continues™ will place responsible AI leadership, safeguarding, transparency and meaningful human follow-up at the heart of its development.

Rather than using artificial intelligence to manufacture or pressure spiritual decisions, the initiative will examine how technology can responsibly support discovery, personalisation, accessibility and connection while protecting human agency.

Any future platforms will be developed with the intention of including safeguarding expertise, theological oversight, data protection, ethical governance and clear pathways into trusted human relationships.

Latty-Alleyne added:

"A decision to follow Jesus should never belong to an algorithm. Technology may help someone discover a testimony or understand the Gospel, but genuine faith, prayer, pastoral care and discipleship require the work of the Holy Spirit and the presence of people."

Building a movement of founding partners

To establish the first phase of the mission, HebrewsEleven has launched the First 300 (Gideon 300) Founding Partners Campaign, inviting 300 individuals to support the journey through prayer, professional expertise, strategic introductions or financial partnership.

The initial phase will support the development of core technology infrastructure, further Digital Gospel Experience prototypes, the PrayerPulse beta concept, theological and safeguarding frameworks, research, testing and the formation of an experienced delivery team.

The wider vision aims to secure up to £500,000 in catalytic funding over 12 months to move the concepts from early prototypes into tested and scalable experiences.

The campaign is particularly seeking engagement from:

- Christian philanthropists and donors
- Churches and Christian networks
- Technology and responsible AI specialists
- Digital evangelism and discipleship organisations
- Safeguarding and theological advisers
- Strategic sponsors and catalytic funders
- Media organisations interested in faith, technology and social impact

About Alisa Latty-Alleyne

Alisa Latty-Alleyne is the founder of HebrewsEleven™, a responsible AI leadership and technology advisory company supporting churches, Christian organisations, charities and mission-led leaders.

She has more than 20 years of leadership experience across the United Kingdom and international markets and previously served as UK and Ireland National Director for the Christian Broadcasting Network.

She is an Executive MBA candidate at Warwick Business School, specialising in AI and Digital Transformation, a Chartered Management Institute Fellow and a recipient of the SHE Leads UK Woman of Distinction recognition.

Her work focuses on helping leaders harness the opportunities presented by AI and emerging technology while protecting humanity, trust, ethics and organisational purpose.

About HebrewsEleven™

HebrewsEleven™ is a responsible AI leadership company helping churches, Christian organisations, charities and mission-led leaders use artificial intelligence and technology wisely, ethically and securely.

Its work brings together responsible AI leadership, governance, digital transformation, cybersecurity awareness, faith and human flourishing.

Media interviews and partnership enquiries

Alisa Latty-Alleyne is available for interviews, podcasts, broadcasts, panel discussions and commentary on faith and artificial intelligence; responsible AI leadership; the future of digital evangelism; using technology to share the Gospel; ethical and safeguarding considerations in faith technology; women in Christian and technology leadership; The One Million Salvations Journey Continues™; Digital Gospel Experience™; and PrayerPulse™.

Email	admin@hebrewseleven.com
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Notes to editors

- The One Million Salvations Journey Continues™ is a faith-led mission being developed through HebrewsEleven™.
- The mission is seeking prayer partners, advisers, technology collaborators, churches, media partners, sponsors and catalytic funding.
- The initiative is currently at an early development and prototype stage. References to future platforms describe the intended vision and development roadmap rather than fully launched public products.
- HebrewsEleven™ is committed to responsible AI, safeguarding, data protection, theological accountability and meaningful human involvement in digital faith experiences.
- High-resolution photographs, founder biographies and additional information are available upon request.
- Campaign site: use the current campaign link in this pack.