HEBREWSELEVEN™ / MEDIA CENTER

FAITH · RESPONSIBLE INNOVATION · HUMAN CONNECTION

The One Million Salvations Journey Continues™

One million people, *one life at a time.*

1,000,000 people invited to 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 salvations.hebrewseleven.com

ISSUED 8 SEPTEMBER 2026

Media contact: admin@hebrewseleven.com | 0330 043 0552

MEDIA BRIEF

The story in 60 seconds

After the death of her first husband, Alisa Latty-Alleyne says an encounter with Jesus transformed her life and began a conviction that people in this generation - and those to come - should be able to discover the same hope. Now the former UK National Director for Christian Broadcasting Network (CBN) and HebrewsEleven™ founder is carrying that journey into an independent mission: help one million people encounter Jesus, one life at a time, through relevant digital experiences and real human connection.

Credibility	A former corporate vice-president, Alisa developed a digital evangelism platform for CV Global across the UK and Western Europe before serving as UK National Director for the global media ministry Christian Broadcasting Network (CBN), home to The 700 Club and Superbook.
Evidence	Across two iTestify pilot phases, social-media advertising generated hundreds of thousands of impressions, while CBN UK reported more than 500 recorded responses after testimony content. Those figures show engagement at different stages; they are not one conversion total.
Independent mission	CBN UK is not continuing iTestify or the Digital Altar Call. Alisa has carried the learning and conviction from that chapter into an independent mission being developed through HebrewsEleven.
Next phase	Digital Gospel Experience™, an interactive pathway designed to help people explore the Gospel and connect with trusted human support; and PrayerPulse™, a concept exploring new ways of experiencing personal and collective prayer through immersive technology.
Why book Alisa?	Alisa can speak from lived experience and senior leadership about how Christians can use AI without outsourcing spiritual care, how testimony-led digital journeys can be designed responsibly and why human connection must remain central.

> **COMMISSIONING HOOK** Alisa Latty-Alleyne is available for broadcast, podcast, written Q&A and expert comment. Book: admin@hebrewseleven.com | 0330 043 0552

Reporting boundary: Historical response figures are separate engagement actions, not one conversion total. Current platforms are proposed and in development. **Live source:** salvations.hebrewseleven.com

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 exploring immersive and haptic 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 immersive and haptic technology, wearable integration and new ways for Christians and communities to experience connection while praying 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 personal roots of the journey reach back to Alisa Latty-Alleyne's encounter with Jesus in the aftermath of the death of her first husband. Its practical digital foundations began when Alisa developed a digital evangelism platform for CV Global across the UK and Western Europe, and continued through her leadership as UK National Director for the global media ministry Christian Broadcasting Network (CBN), home to The 700 Club and Superbook.

CV Global chapter	Developed a digital evangelism platform for CV Global across the UK and Western Europe, establishing the journey's early digital foundations.
iTestify - first test (Jan-Mar 2025)	More than 400 people responded after watching; 70 continued to the full Gospel message; 13 prayed to receive Christ; and 16 asked to know more about Jesus.
iTestify - later phase (Sept-Nov 2025)	More than 100 people responded after watching; 11 prayed after hearing the Gospel; and one person requested a Bible.
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**

REPORTING NOTE Across iTestify's first test (Jan-Mar 2025) and later phase (Sept-Nov 2025), social-media advertising generated hundreds of thousands of impressions and CBN UK reported more than 500 recorded responses after testimony content. Further actions included continuing to a fuller Gospel presentation, praying to receive Christ, asking to know more about Jesus and requesting a Bible. These are distinct stages of engagement and must not be combined into one conversion total. CBN UK is not continuing iTestify or the Digital Altar Call; the current HebrewsEleven mission is independent. Source: CBN UK Reach magazine, 'God Is Moving Online: A New Harvest Through iTestify', together with pilot campaign reporting.

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

Christian technology leader, responsible AI adviser and founder of HebrewsEleven™. Her digital evangelism journey began when she developed a digital evangelism platform for CV Global across the UK and Western Europe. She has more than 20 years of UK and international leadership experience and is the former UK National Director for the global media ministry Christian Broadcasting Network (CBN), home to The 700 Club and Superbook.

An Executive MBA candidate at Warwick Business School specialising in AI and Digital Transformation, she equips Christian leaders and organisations internationally to navigate emerging technology wisely, ethically and securely. In 2025, she was named a SHE Leads UK Woman of Distinction, with the award presented by Her Royal Highness The Duchess of Edinburgh.

Credentials at a glance

- Founder, HebrewsEleven™
- Developed a digital evangelism platform for CV Global across the UK and Western Europe
- Former UK National Director for the global media ministry Christian Broadcasting Network (CBN), home to The 700 Club and Superbook
- Executive MBA candidate, Warwick Business School - AI and Digital Transformation; Fellow, Chartered Management Institute
- 2025 SHE Leads UK Woman of Distinction - presented by Her Royal Highness The Duchess of Edinburgh

> **OFFICIAL MEDIA ASSETS** Three approved high-resolution photographs and the official 2026 media biography are available for immediate download from press.hebrewseleven.com.

FOR EDITORS AND PRODUCERS

Story angles and producer prompts

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

- **Can AI help people find faith - and where must it stop?** A practical conversation about where AI can support Christian organisations - and what technology must never replace.
- **Can an altar call work online?** How testimony, accessible journeys, Gospel presentation and trusted human follow-up could work together.
- **Should algorithms ever influence a spiritual decision?** Protecting agency, vulnerability, privacy and trust in digital faith experiences.
- **How do you measure digital evangelism without reducing salvation to a KPI?** Learning from digital engagement while keeping each person and every reported action distinct.
- **Why leave a six-figure corporate career for Christian ministry?** Alisa's journey from vice-president of a $30 million business unit to global Christian media leadership and responsible AI strategy.

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. How did developing a digital evangelism platform for CV Global across the UK and Western Europe, and later leading at CBN, shape this mission?

Formats	Live or recorded broadcast, podcast, written Q&A, panel, keynote or expert comment
Location	Coventry, United Kingdom
Booking	admin@hebrewseleven.com | 0330 043 0552

GIDEON 300

Building a movement of founding partners

300	UP TO £500K	4 WAYS
FOUNDING PARTNERS INVITED	12-MONTH CATALYTIC FUNDING AMBITION	PRAYER · EXPERTISE · INTRODUCTIONS · FINANCE

The 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 MEDIA CENTER

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 media records.

- **HebrewsEleven:** www.hebrewseleven.com
- **Campaign experience:** The One Million Salvations Journey Continues
- **Five-minute vision video:** Watch on YouTube
- **PrayerPulse™ prototype:** Open prototype
- **Digital Gospel Experience™ prototype:** Open prototype
- **Founder profile:** Alisa Latty-Alleyne on LinkedIn
- **Official media assets:** press.hebrewseleven.com
- **Complete media pack:** Download ZIP

Media contact

Media contact	Media & Communications Team / HebrewsEleven
Email	admin@hebrewseleven.com
Telephone	0330 043 0552
Campaign	www.salvations.hebrewseleven.com
Organisation	www.hebrewseleven.com
Available for	Interviews, podcasts, broadcasts, panel discussions, keynote contributions and expert commentary
Official assets	Three approved high-resolution photographs and the official 2026 media biography are available for immediate download from press.hebrewseleven.com

> **SOURCE NOTE** Prepared from information supplied for the 8 September 2026 announcement. Global digital figures were checked against DataReportal's April 2026 update. Confirm later changes to status, partnerships, funding or availability with the media contact before publication.

APPENDIX

Press release

FOR IMMEDIATE RELEASE

Former UK National Director for Christian Broadcasting Network Launches Mission to Help One Million People Encounter Jesus

Born from Alisa Latty-Alleyne's encounter with Jesus after profound loss and shaped by digital evangelism leadership at CV Global and Christian Broadcasting Network (CBN) UK, the independent HebrewsEleven mission brings personal conviction, practical evidence and responsible technology together.

COVENTRY, UNITED KINGDOM - 8 September 2026 - Alisa Latty-Alleyne, the former UK National Director for CBN, the global media ministry home to The 700 Club and Superbook, has launched The One Million Salvations Journey Continues™ through HebrewsEleven.

Under the strapline One million people, one life at a time, the faith-led mission will explore how responsibly designed digital experiences can help people encounter the Gospel and move towards trusted human relationships, prayer and discipleship.

Alongside the campaign's development, Latty-Alleyne and a group of founding members have begun a 40-day prayer and fast for people across the United Kingdom to encounter Jesus. The initiative is focusing intercession on 40 cities, with prayer for salvation and for spiritual strongholds to be broken. Founding members and supporters have joined from Australia and the United States.

Latty-Alleyne said:

> *"When my first husband died, I encountered Jesus in a way that saved and transformed my life. That encounter planted a desire to help other people discover the same hope - in ways that speak to this generation and remain relevant for generations to come. One million people is the vision, but every number represents one person and one story."*

Where personal conviction became practical evidence

That conviction first became practical when Alisa developed a digital evangelism platform for CV Global across the UK and Western Europe. It developed further during her leadership at CBN UK, where she helped create iTestify and an early Digital Altar Call concept.

iTestify was an online evangelism pilot that used short video testimonies - real stories of lives changed by Jesus - to invite viewers to continue to a fuller Gospel presentation and choose a next step. The Digital Altar Call was an early concept for translating the familiar in-person invitation to respond to the Gospel into a structured online journey with appropriate human follow-up.

Across iTestify's first test (January-March 2025) and later phase (September-November 2025), social-media advertising generated hundreds of thousands of impressions and CBN UK reported more than 500 recorded responses after testimony content. Further engagement included people continuing to a fuller Gospel presentation, praying to receive Christ, asking to know more about Jesus and requesting a Bible. These are distinct stages of engagement and should not be combined or presented as one conversion total.

CBN UK is not continuing iTestify or the Digital Altar Call. Latty-Alleyne is carrying the learning - not the programmes - into independent work being developed through HebrewsEleven.

The next chapter: technology that leads back to people

At the centre of the mission is the proposed Digital Gospel Experience™, an interactive pathway designed to help people explore the Gospel, respond voluntarily and connect with trusted human support and ongoing discipleship.

PrayerPulse™ is a future-focused prayer platform concept exploring how immersive and haptic technologies, including wearable interaction, could help Christians experience connection while praying together across geographical distance.

Both concepts are at an early development stage and will be shaped by theological oversight, safeguarding, data protection, transparent technology use and responsible AI leadership.

Latty-Alleyne added:

> *"One million people, one life at a time. 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 support early development, the Gideon 300 Founding Partners Campaign is inviting prayer, expertise, strategic introductions and financial partnership. The initiative has an ambition to raise up to £500,000 in catalytic funding over 12 months for technology infrastructure, prototypes, safeguarding and theological frameworks, research, testing and team formation.

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.

Her digital evangelism journey began when she developed a digital evangelism platform for CV Global across the UK and Western Europe. She has more than 20 years of leadership experience across the United Kingdom and international markets and is the former UK National Director for the global media ministry Christian Broadcasting Network (CBN), home to The 700 Club and Superbook.

She is an Executive MBA candidate at Warwick Business School, specialising in AI and Digital Transformation, and a Chartered Management Institute Fellow. In 2025, she was named a SHE Leads UK Woman of Distinction, with the award presented by Her Royal Highness The Duchess of Edinburgh.

Through HebrewsEleven™, she equips Christian leaders and organisations internationally to navigate digital transformation and AI wisely, ethically and securely while protecting humanity, trust 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 UK and international broadcast, podcasts, written Q&A, panel discussions and commentary on faith and artificial intelligence; responsible AI leadership; digital evangelism; 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
Website	www.hebrewseleven.com
Campaign	www.salvations.hebrewseleven.com
Telephone	0330 043 0552

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Notes to editors

- The one-million figure is a long-term vision, not a guaranteed outcome or forecast. HebrewsEleven™, PrayerPulse™ and Digital Gospel Experience™ are at early development or concept stage.
- iTestify and the Digital Altar Call are not continuing CBN UK programmes. The pilot figures relate to CBN UK activity in 2025; the current mission is being developed independently through HebrewsEleven™. Source: CBN UK Reach magazine, ‘God Is Moving Online: A New Harvest Through iTestify’, together with pilot campaign reporting.
- Latty-Alleyne’s memoir, From Grief to Glory: A Memoir and Guide to Find Joy After Loss, tells the fuller personal story (independently published, 2023; ISBN 9798394947858).