

AI Threat or Opportunity.

An introduction for charities.



directory of social change

[SEASHELLCOLLECTIVE.COM](https://seashellcollective.com)

Why me?

Helen Olszowska

- UK Associate Director of Development and Outreach at Human Rights Watch as Technology and Rights Directorate was being formed.
- Writer at Charity Digital with a focus on AI and emerging technology.
- Serial tech tool tester!



Things to look forward to.

A very brief history of AI plus QUIZ!

Defining artificial intelligence

BREAK

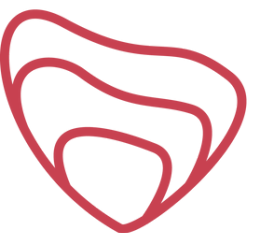
Talking about ethics and assessing risks

LUNCH

Examples of charity AI tools in the wild!

Testing out some AI tools

A brief history of AI.





Alan Turing, 📷: [Ola Nordal](#)
STORE NORSKE LEKSIKON



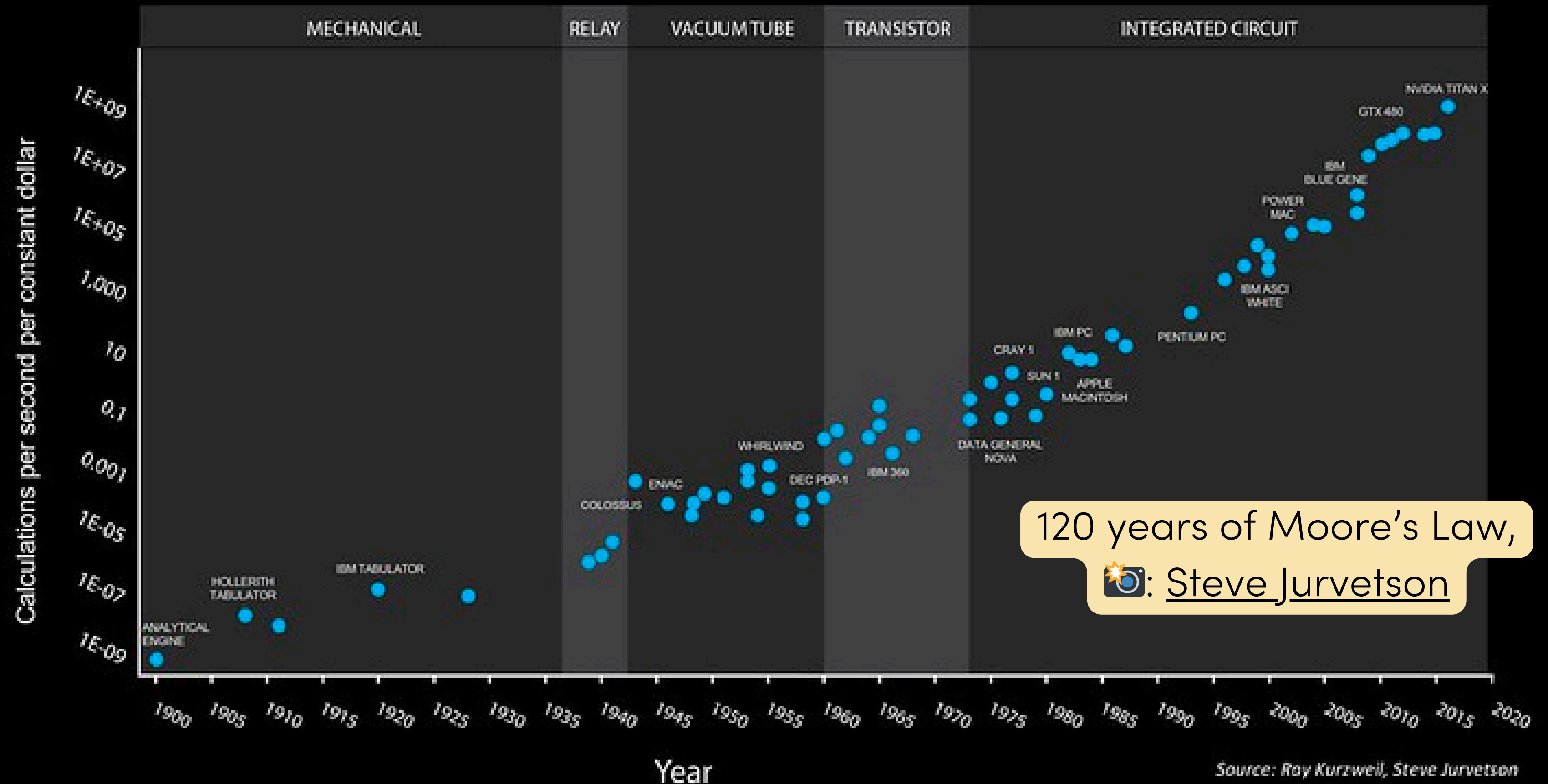
Alan Turing, 📷: [Ola Nordal](#)
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Logic Theorist, 🌟👁️: DALL·E
generated image of Ole
Winther.

Licens: CC BY SA 3.0

FUTURE VENTURES — 120 Years of Moore's Law





DeepBlue vs Gary Kasparov,
📷: Francois WALSCHAERTS
Copyright: © European Union 2011 PE-EP

Introducing ChatGPT

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.

[Try ChatGPT ↗](#)[Read about ChatGPT Plus ↗](#)

ChatGPT,



: Photo by Andrew Neel

Mentimeter



QUIZ!



How would you define AI?

**Let's talk
about it**

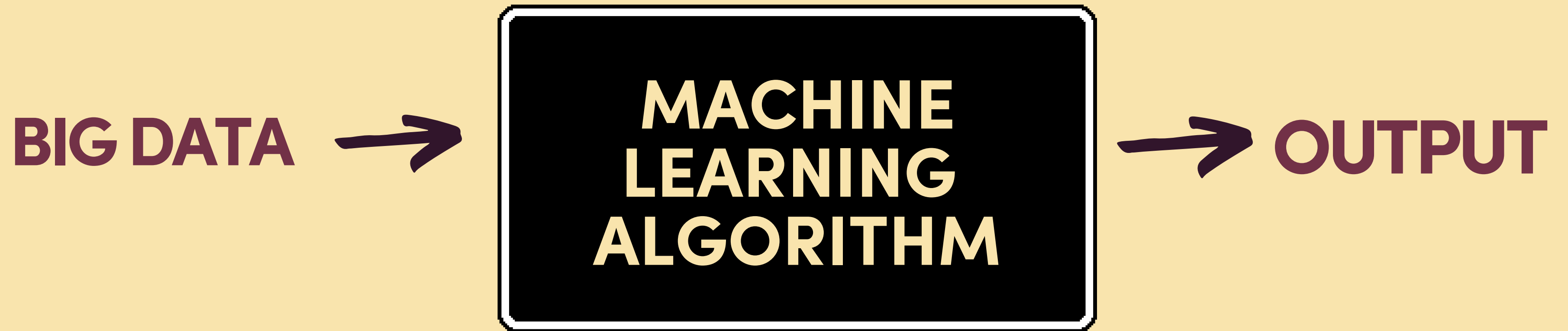


Problem-solving in a human-like way

- learning from new information.
- reasoning and estimating probabilities.
- reading and writing.
- creating something new within recognisable parameters.



How does it work?



Risks.

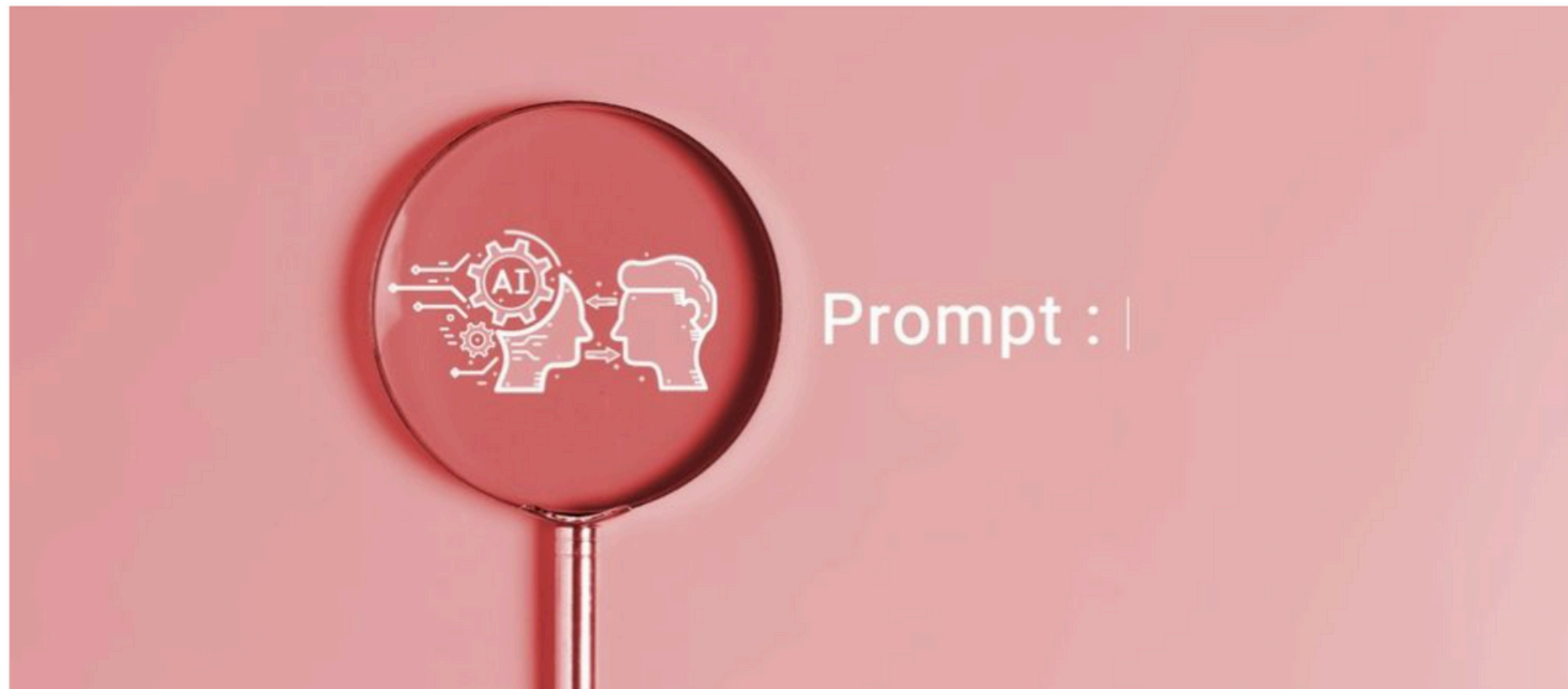


Risks: Data

The ethics of web scraping

15 MAR 2024 BY HELEN OLSZOWSKA

We learn about the basics of AI web scraping and hear different perspectives on the opportunities and threats it poses for charities.



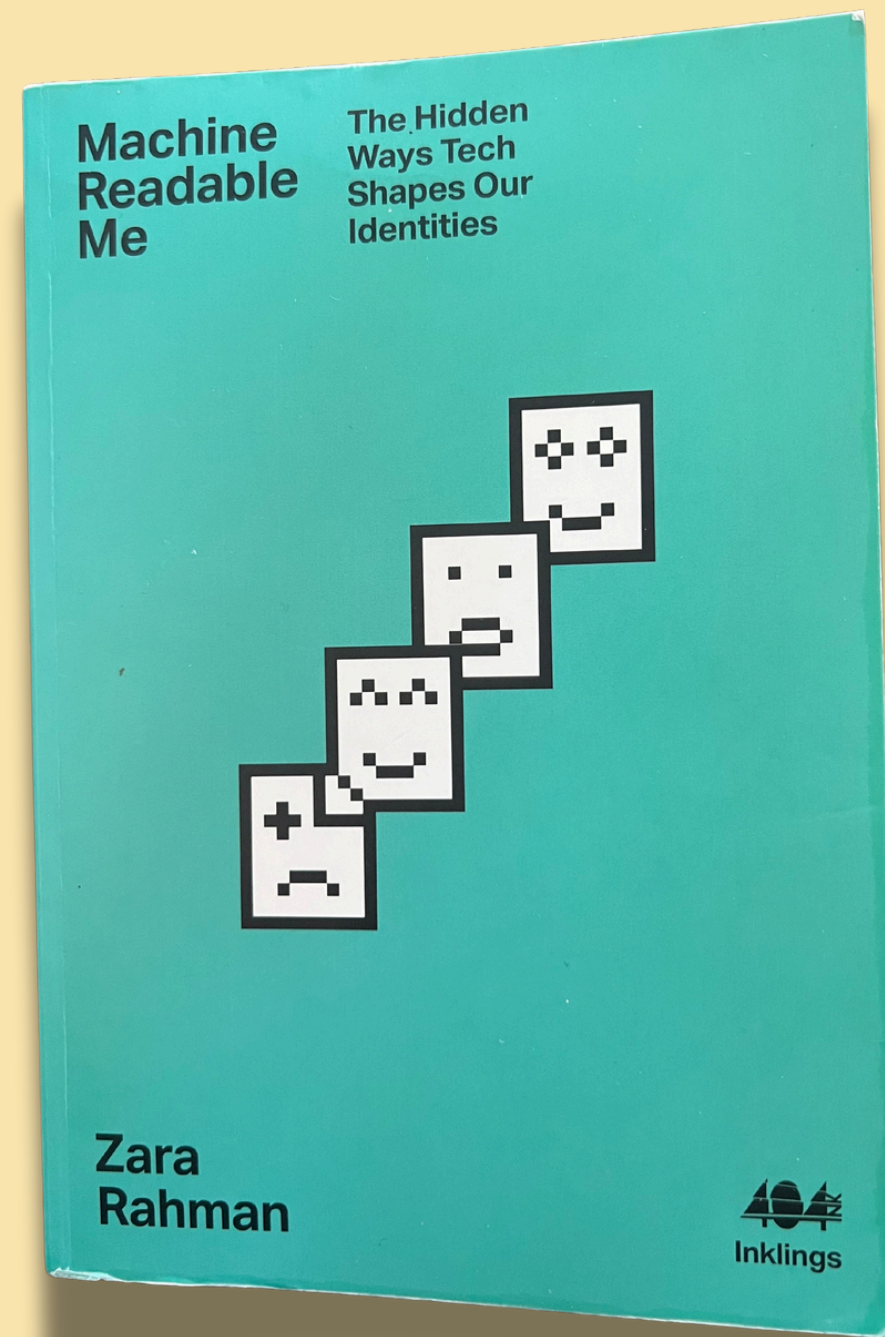
What 'big data' has the tool been trained on?

How is the data being obtained?

How will the data from your organisation be protected and used?

Is the data you make publicly available increasing or decreasing the quality of the infosphere?

Risks: Data



Data categories

*Who sets them?

*What is the power dynamic?

*Are they designed to empower or limit?

*Do they allow for fluidity?

*How much data is enough? More isn't always better.

Risks: Inaccuracy

Technological solutionism

- *Machines make mistakes
- *Bias
- *Hallucination

Two US lawyers fined for submitting fake court citations from ChatGPT

Law firm also penalised after chatbot invented six legal cases that were then used in an aviation injury claim



Eating disorder group pulls chatbot sharing diet advice

🕒 1 June 2023



Niccolò Caranti, CC BY-SA 4.0 4.0, via Wikimedia Commons

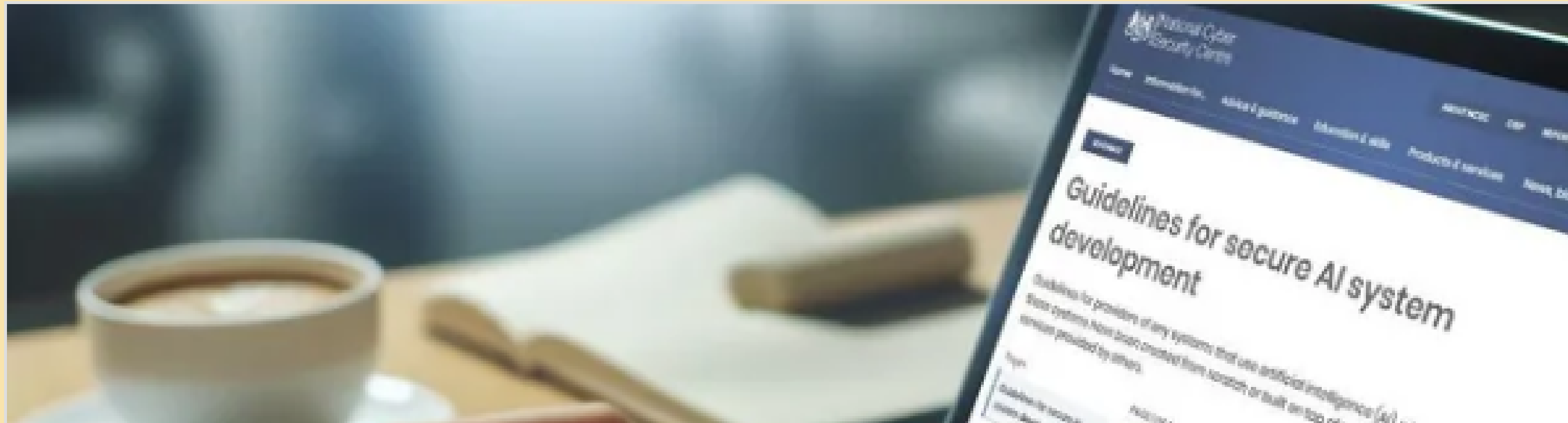
Risks: Security

Prompt injection attacks

when an attacker creates an input designed to make the model behave in an unintended way.

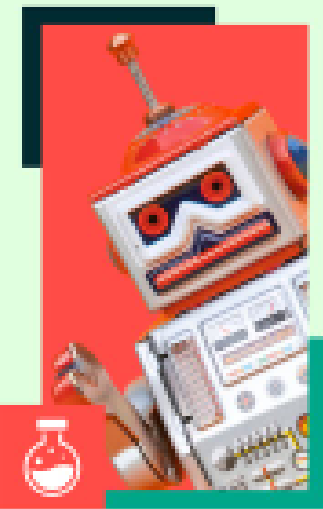
Data poisoning

when an attacker tampers with the data that an AI model is trained on to produce undesirable outcomes.



Risk: Context matters.

What is the purpose of using the tool?
What paths do you open up and what
paths do you shut down?
What is the impact of a decision?



Experiment: What Happens When AI Plans Your Entire Social Strategy?

Is AI really coming for your job? We decided to find out.

 Social Media Marketing & Management Dashbo...

The Algorithms Too Few People Are Talking About

The keys to effective AI regulation are hiding in plain sight.

 Human Rights Watch / Jan 5

Ethics checklist.

- What is the purpose of using the tool?
- What paths will the decisions of the algorithms open up or shut down?
- What is the impact of the algorithm's decisions?
- Is AI being used because it can be or because it's the best tool for the job?



**ORG
LEVEL**

AI checklist for charity trustees and leaders

Thinking about using AI to help your charity? Our checklist for charity trustees and leaders can help you decide.

Zoe Amar Digital /

**TOOL
LEVEL**

Strategy
What is the purpose of using the tool?
What paths will the decisions of the algorithms open up or shut down?
What is the impact of the algorithm's decisions?
Is AI being used because it can be or because it's the best tool for the job?
Inaccuracy
How could bias have been introduced into the way the training or input data was collected?
How could bias have been introduced into the way the data was categorised?
Are the data categories designed to empower or limit the subject?
How can you assess the output of the AI tool for racism and other limiting biases?
How can you assess the output of the AI tool for inaccuracies and hallucinations?
Cyber Security and data handling
What security measures does the AI tool have in place to prevent prompt injection attacks, data poisoning and data exfiltration?
Is any data from the charity being obtained in a way that complies with UK GDPR?
Additional risk questions that apply specifically to the tool being assessed:
Questions to consider

Ethics checklist.

“Create small low risk experiments to answer the question:
does this use case make sense for our organization?
Then move onto learning and improving”

**Devi Thomas, Global leader
non-profit capacity, Microsoft
philanthopies on Beth Kanter’s
blog.**



**ORG
LEVEL**

AI checklist for charity trustees and leaders

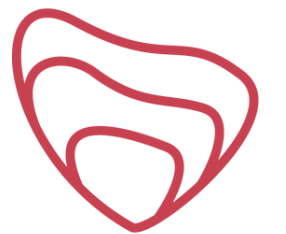
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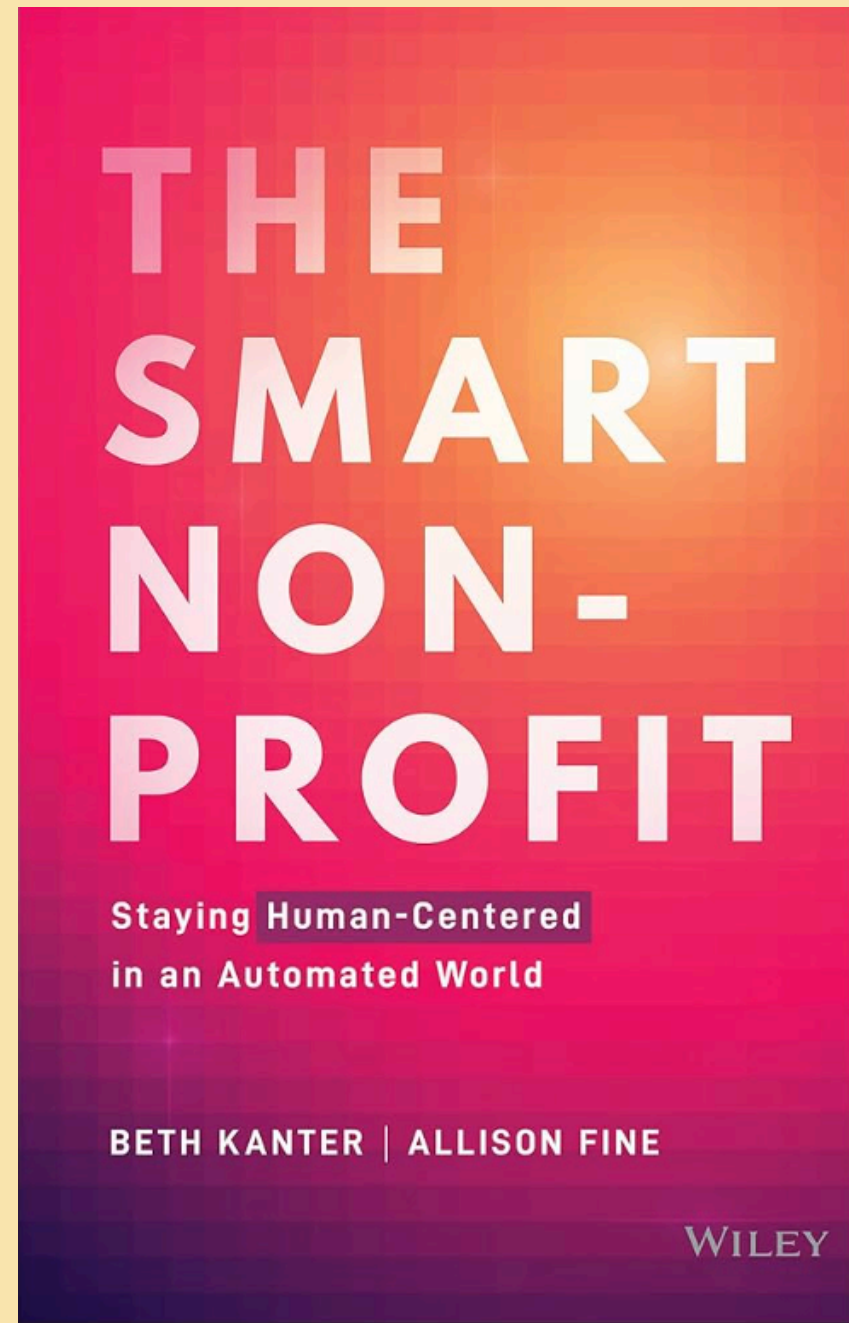
Zoe Amar Digital /

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AI in the wild.



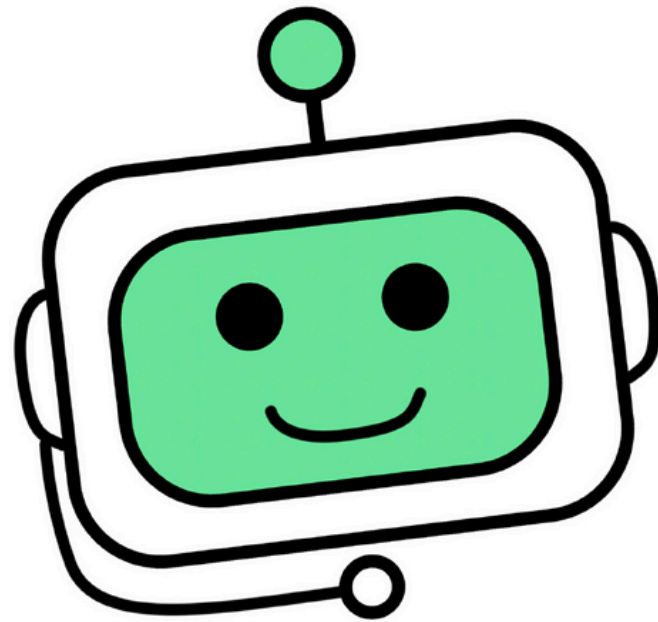


The Smart Non-profit

Beth Kanter.

- Predict the likely response to an emergency appeal to support operational planning.
- Tailoring learning solutions for different groups in education charities.
- matching volunteer roles with volunteer skills and interest for specific approaches.

Chat Bot



What can I help you with?



Touch to speak

Chatbots.

NSPCC / Childline

- AI chatbot that keeps young people engaged during wait periods to speak to a trained counsellor.
- Triaging calls – can the person be directed to non-live support on the website?
- Testing included children with disabilities like dyslexia and visual impairments.
- Digital conversation made available during live chat.

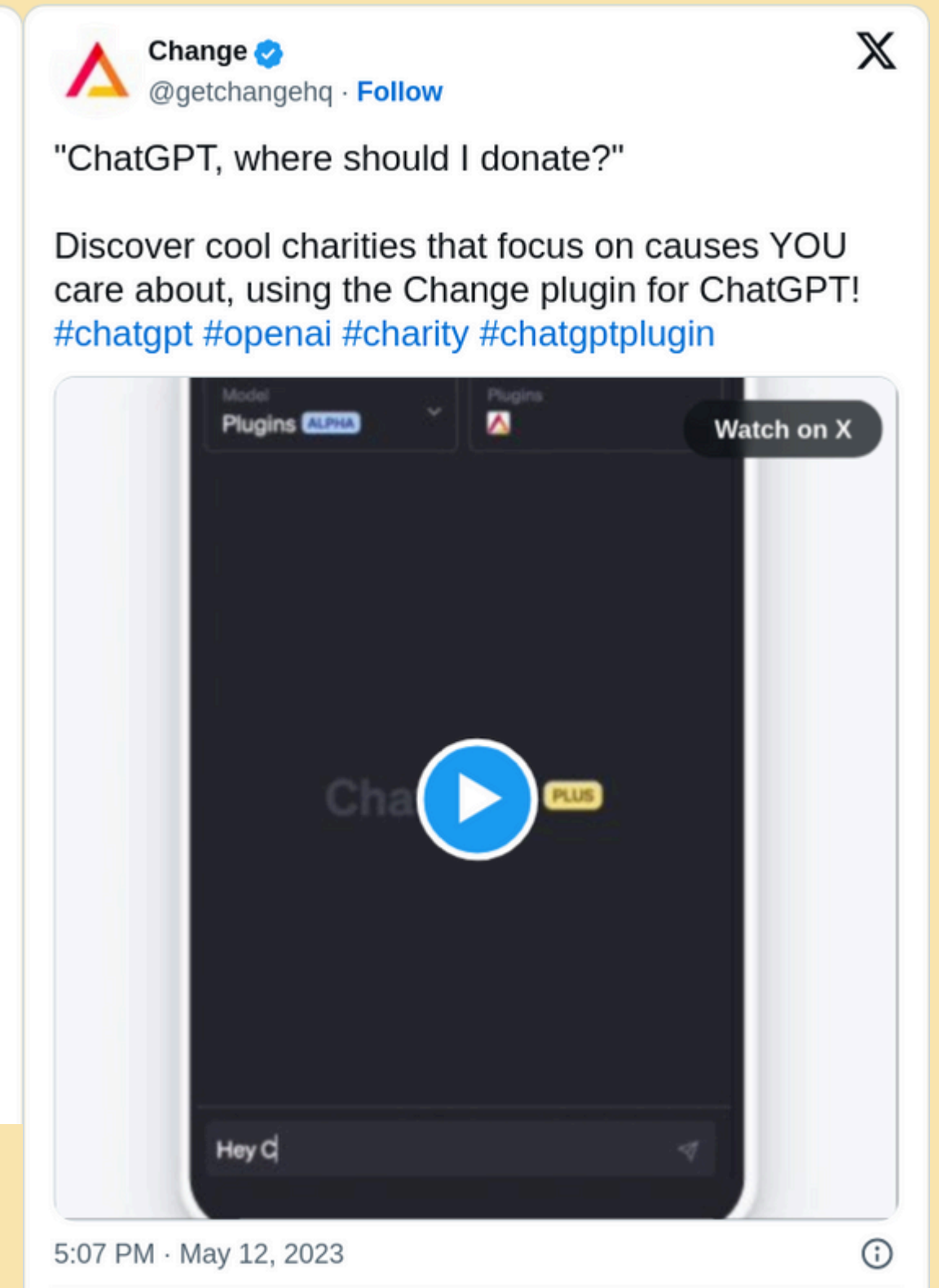
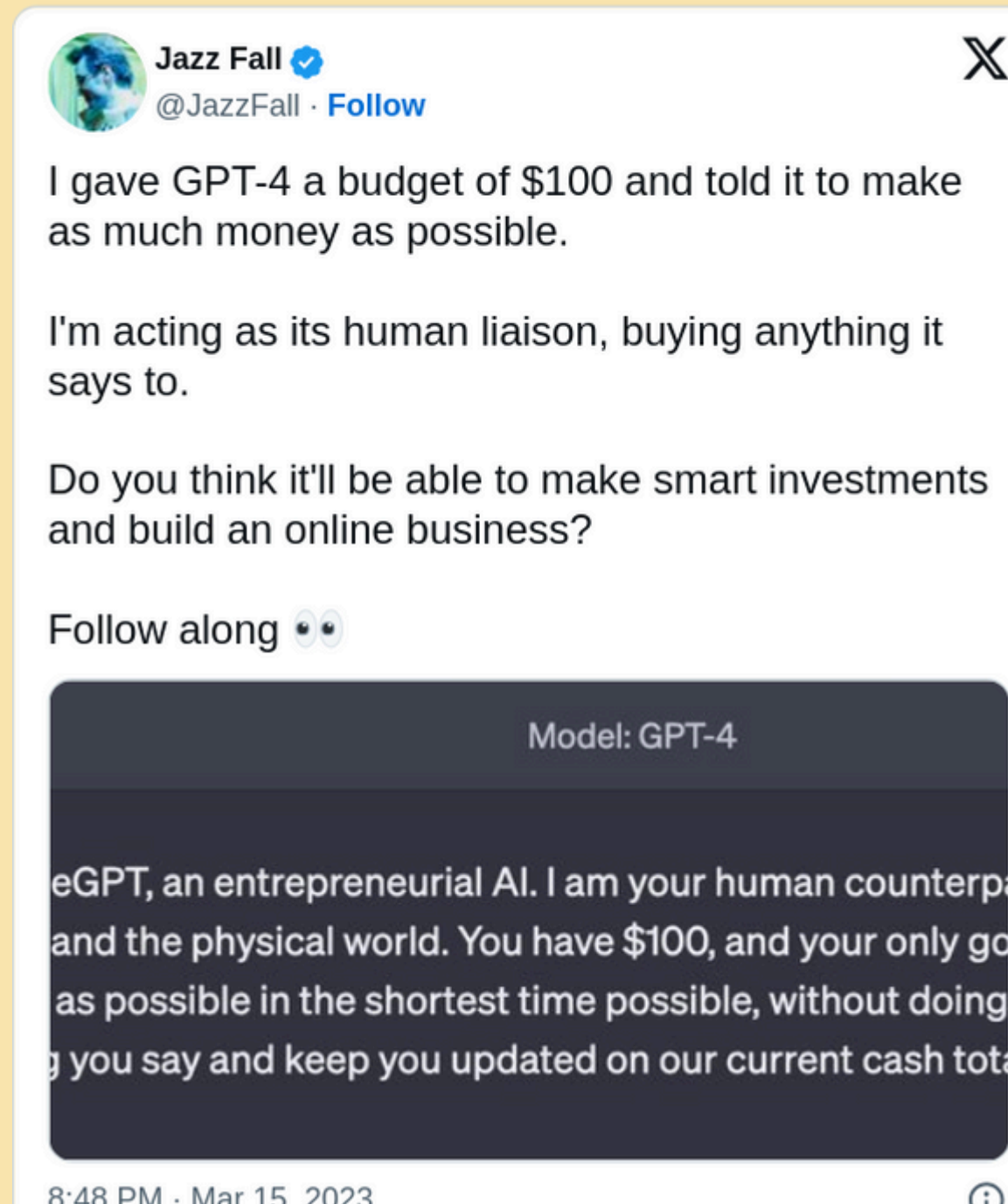
Conversational AI Use Case - Case Study - NSPCC

Building a digital assistant to assist NSPCC's
Childline counsellors and deliver relevant support ...

EBM / Dec 19, 2022

Strategy.

Examples of how AI is being used to strategise income generation by informing the organisation and informing the donor.



Be My AI.

Accessibility.



Holly Tuke • 1st

Social Media Officer, Blogger, Writer and Disability...

5mo •

I'm a huge fan of Be My AI, the latest feature of Be My Eyes. It allows you to upload a picture and artificial intelligence will give you a detailed description. It's a really powerful tool for blind and visually impaired people.

Before anyone asks, no, it doesn't get you out of making your content accessible. Don't stop adding alt text to images you're sharing.

Today's experience took my love of Be My AI to the next level!

The integration of Microsoft's Disability Answer Desk meant that I was able to immediately receive support with a spreadsheet I was working on, and have my question answered in less than 2 minutes, saving me from frantically searching the internet for the next half an hour. I was therefore able to

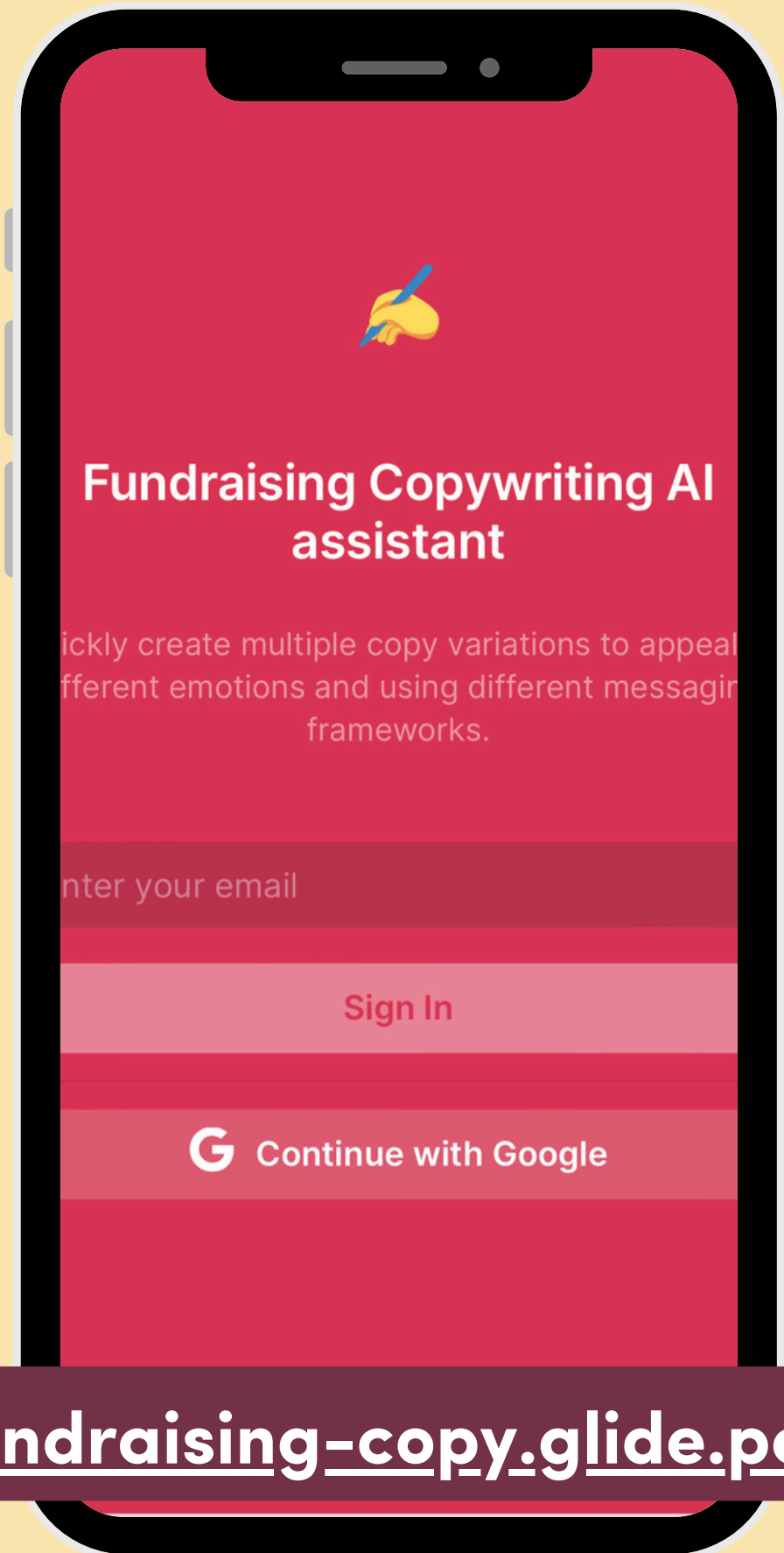
- Providing detailed descriptions of visuals to make all content with a visual element more accessible.
- Integration with other support tools.

Be my AI

FundraisingCopy.

Fundraising appeals at Crohns & Colitis UK

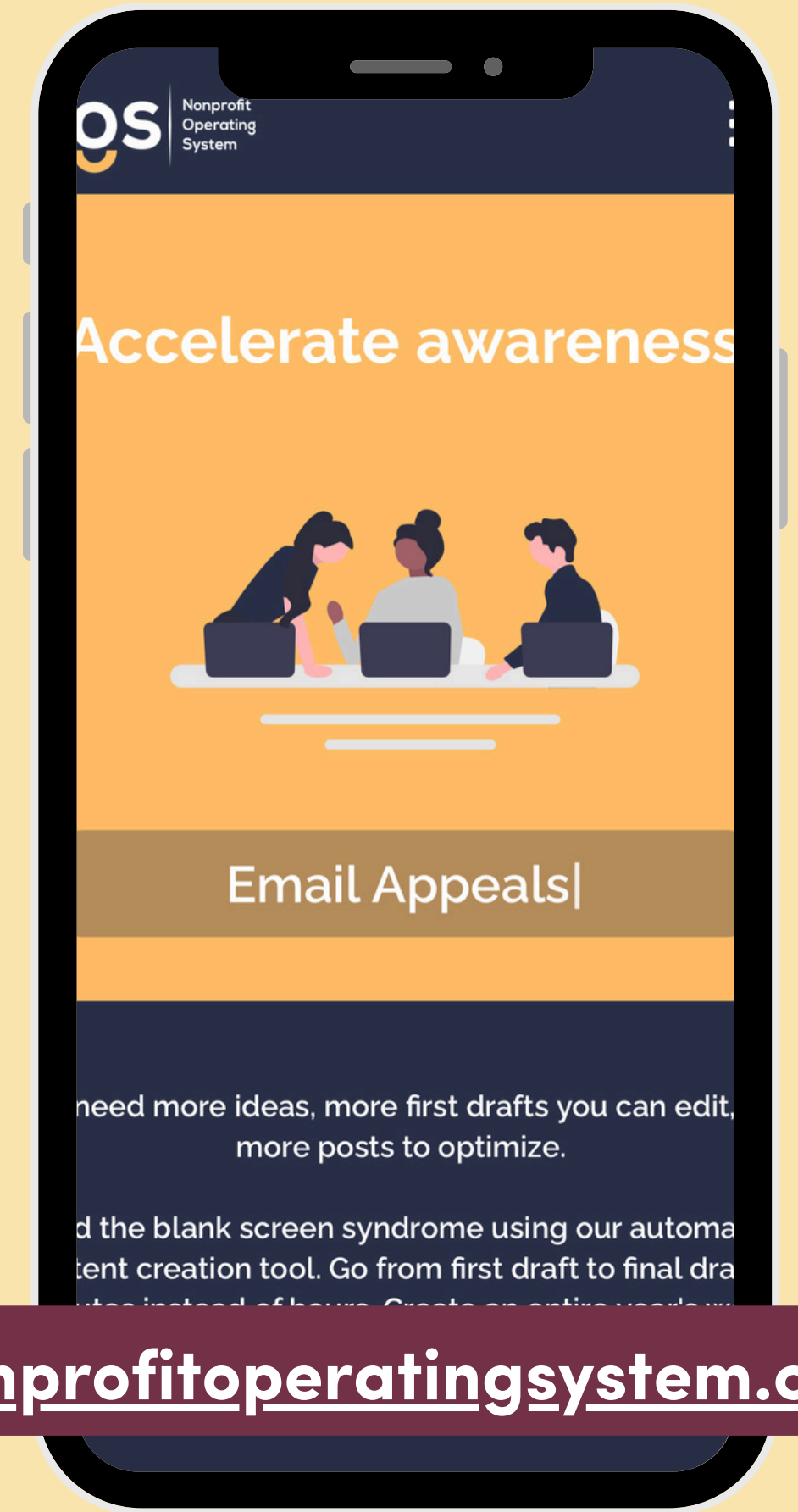
- Develop the core copy for your appeal
- Fundraising Copywriting AI will structure it in line with standard appeal copywriting techniques and formats
- Used AI tools, particularly the New Bing and ChatGPT at various stages for their spring raffle appeal – no results yet!



fundraising-copy.glide.page

Nonprofit Operating System.

- Content creation tool designed specifically for the non-profit sector.
- Creates content relevant to the sub-sector your charity works in eg. Arts, Faith etc.
- Variety of standard formats including blog posts, email appeals, social media content, thank you notes

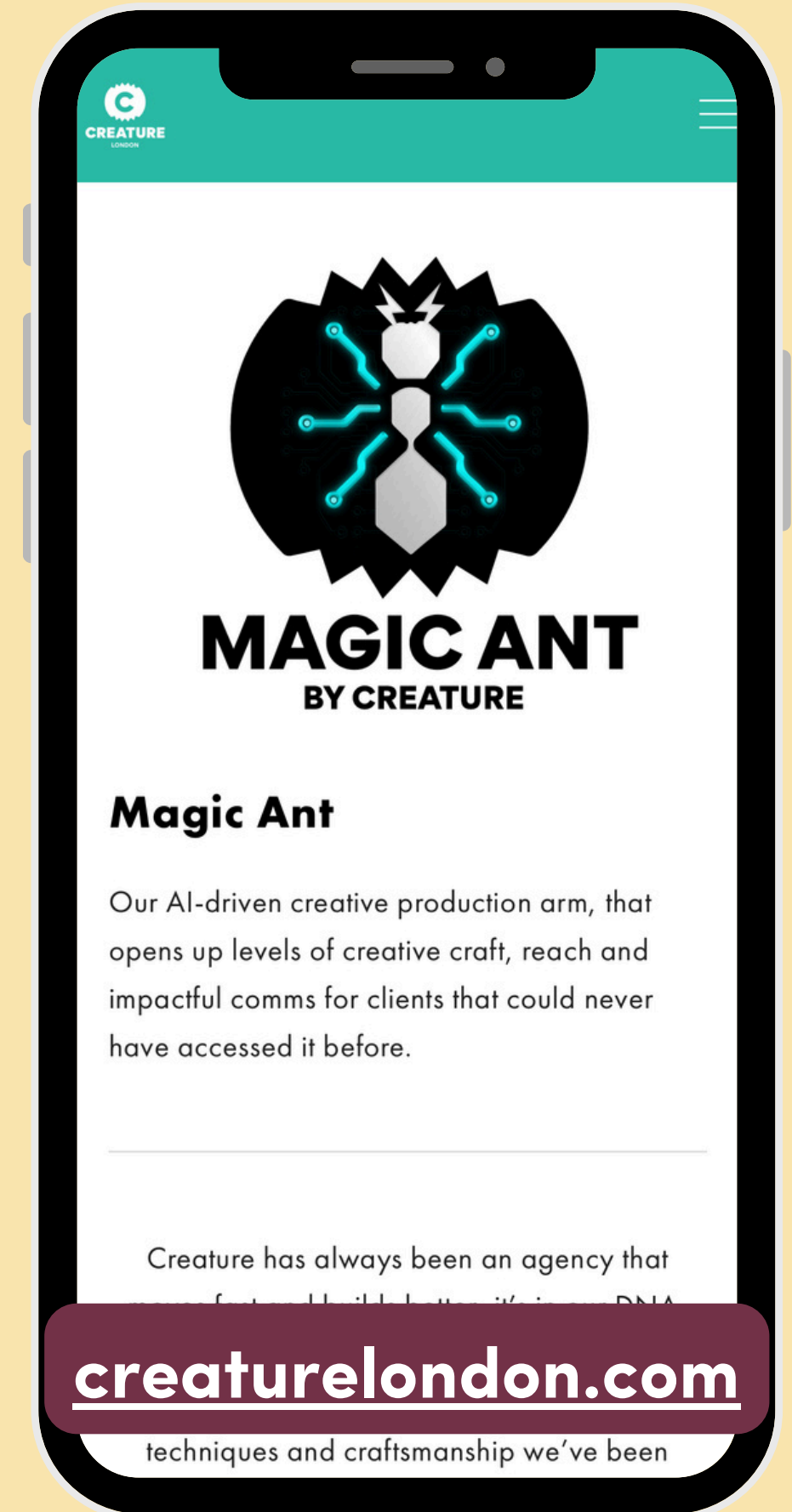


nonprofitoperatingsystem.com

Impala & Magic Ant.

Creature Ad Agency

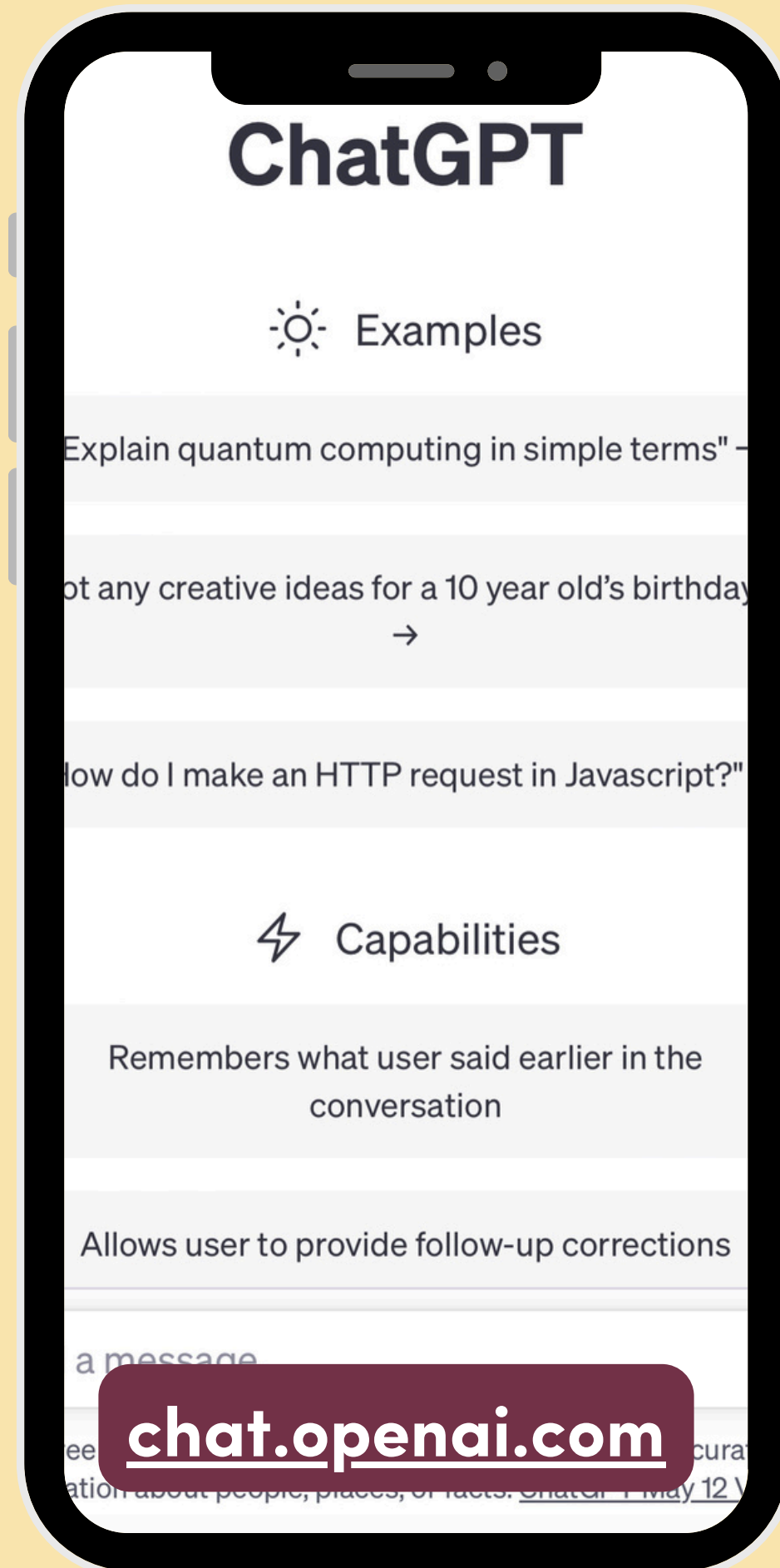
- Impala – generates market-tested creative propositions
- Magic Ant – produces creatives for the campaigns
- Available to clients working with Creature



ChatGPT.

Funding applications at Evolve3

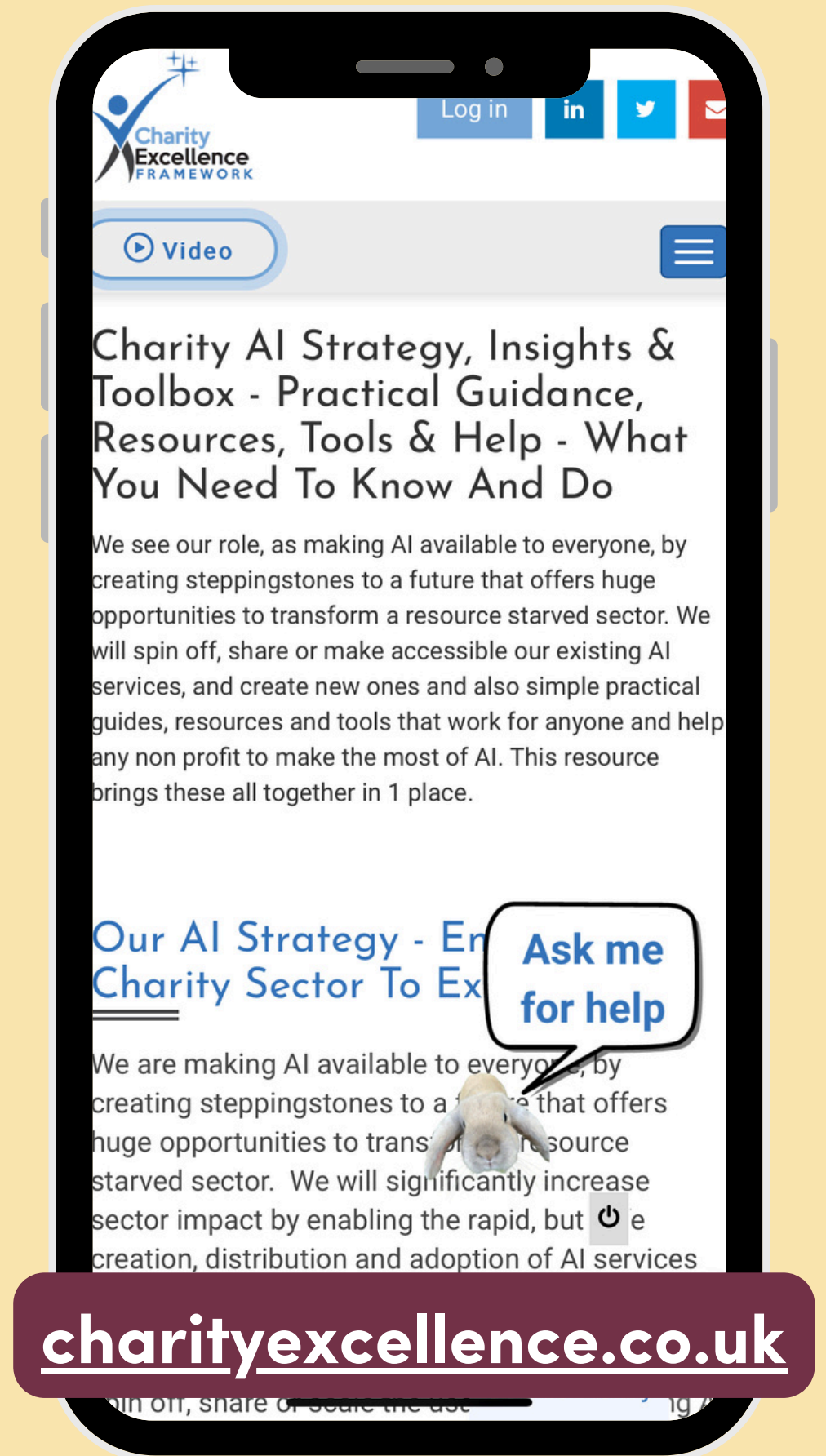
- Use as a first draft tool for a new project
- Check for plagiarism using QueText (reduce to 15% or less)
- Use an AI checker like CopyLeaks (up to 80-90% human)
- Feed the final version in to reformat for other grant makers



Charity Excellence.

AI Stepping Stones Strategy - launched 2 June

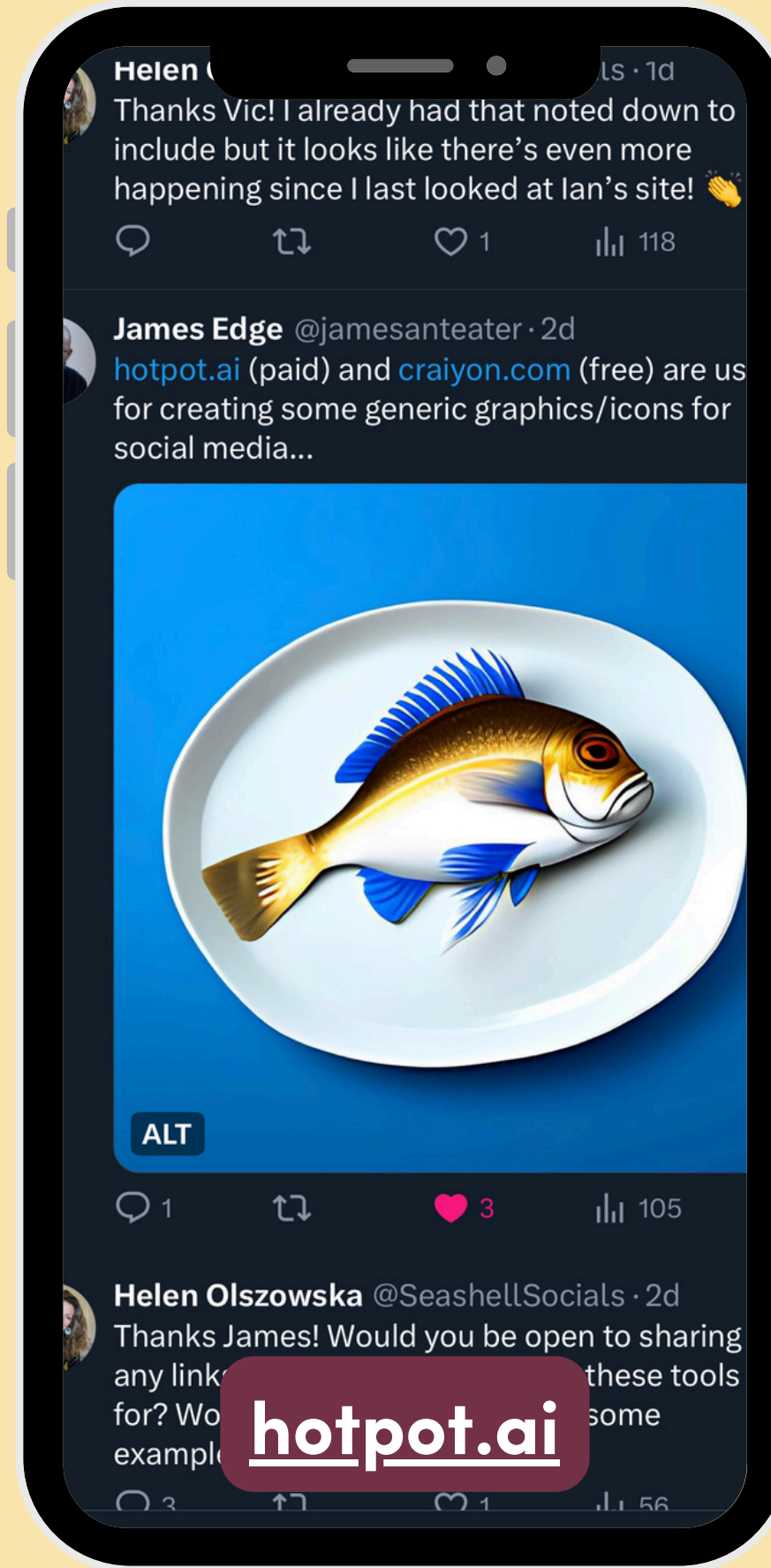
- Tech bunnies
 - Funding help, resources and data
 - Ask me anything
 - Charity and non-profit facts
- Oven-ready Chat GPT (prompts library)
- Grant Application Bid Writer

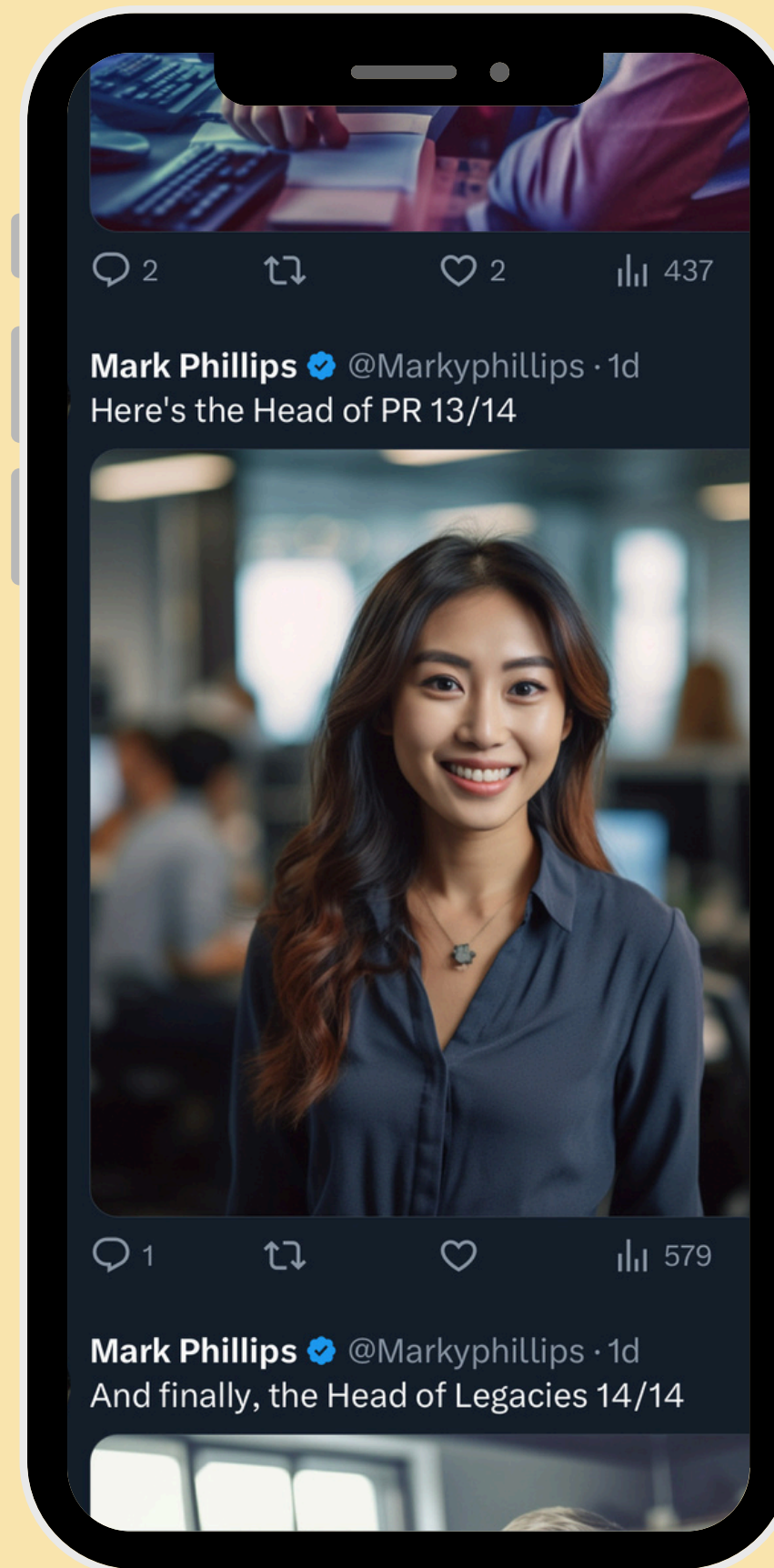


AI images.

at Apimondia

- Prompt AI image generators to create an image in different styles.
- craiyan.com is a free AI image generation site
- hotpot.ai and [midjourney](https://midjourney.com) are paid







Forbidden (403)

Sorry, you cannot access this page

Please visit our [Help Center](#) for more information. Error code:
[8838bd10debd077c]

Pitches.

Using Gamma.

- Create a basic structure for your presentation and ask Gamma to turn it into a presentation.
- It will add detail, source images and lay out the presentation for you.



AI detection.

Using AI or Not.

- Upload the image and the tool will tell you if it is likely AI or likely human.
- You can also share the URL of an image if you don't have the original to upload.
- Can be used as part of due diligence before releasing images for publication in the press.

Inbox zero.

Using Sanebox.



SaneBox

AI For Your Email

Clean up your inbox in minutes & keep it that way forever

Try SaneBox today and get 2 weeks for free!



- Sanebox plugs into your email system and organises your inbox into folders or labels.
- It files incoming emails automatically and reminds you to check the folders.
- The tool learns from your behaviour to file more accurately.
- You can also drag emails into folders and get reminders the next day or the next week, depending on the folder.

Predictive AI.

Using Dataro.

- Dataro can access giving data on your CRM using API integration.
- It is a predictive AI tool that looks for patterns in giving behaviour to predict who should be included in a fundraising appeal or campaign.
- There are examples of charities using this tool to mail fewer donors, but raise more funds.



How AI can improve your CRM

We look at artificial intelligence tools that can help you make the most of your data

Techsperiments.

(your turn)



Use the Charity Excellence Framework to ask a question about governance, law or best practise.



Use Co-pilot to follow a meeting with colleagues that you can't attend.

Use ChatGPT to re-write something in another format.



Use Gamma to create a presentation that you can share with colleagues.

techsperiments

Would you use AI generated images?

We test out AI image generator Midjourney and explore the ethics



Hi,

How's your week been? Busy, right? I've interviewed a few people this week for articles and the level of exhaustion in the sector seems to be pretty high.

Perhaps that's why everyone's talking about how AI might save overworked charity and good business staff some time.

If you feel totally overwhelmed by what Web3 and AI mean, come to my free webinar for Charity Digital next week. Here are the deets:

📅 'Get started with Web3 and AI'

📅 Thursday 25 May

📅 1- 2pm BST



Weekly email



Testing digital tools so you don't have to!



FREE social media strategy template

bit.ly/SeashellCollective



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