

Opportunities of AI for Charities

George Knight, Training Consultant



helping you
to help others

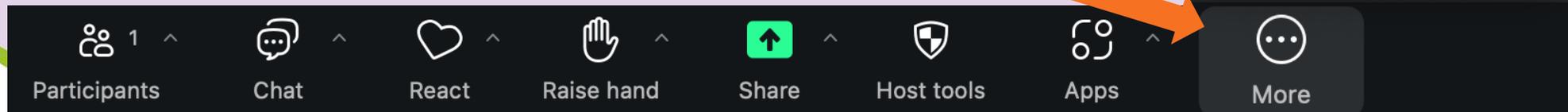
You are being

● recorded

Working together, with tech!

Some things because we're virtual

- Where possible, please keep your video on
- When we break, switch the camera off (good for the planet)
- Take a screen rest during breaks
- Turn on captions (if you want to)



With the end in mind...



Prepare



Train



Targets



Implement



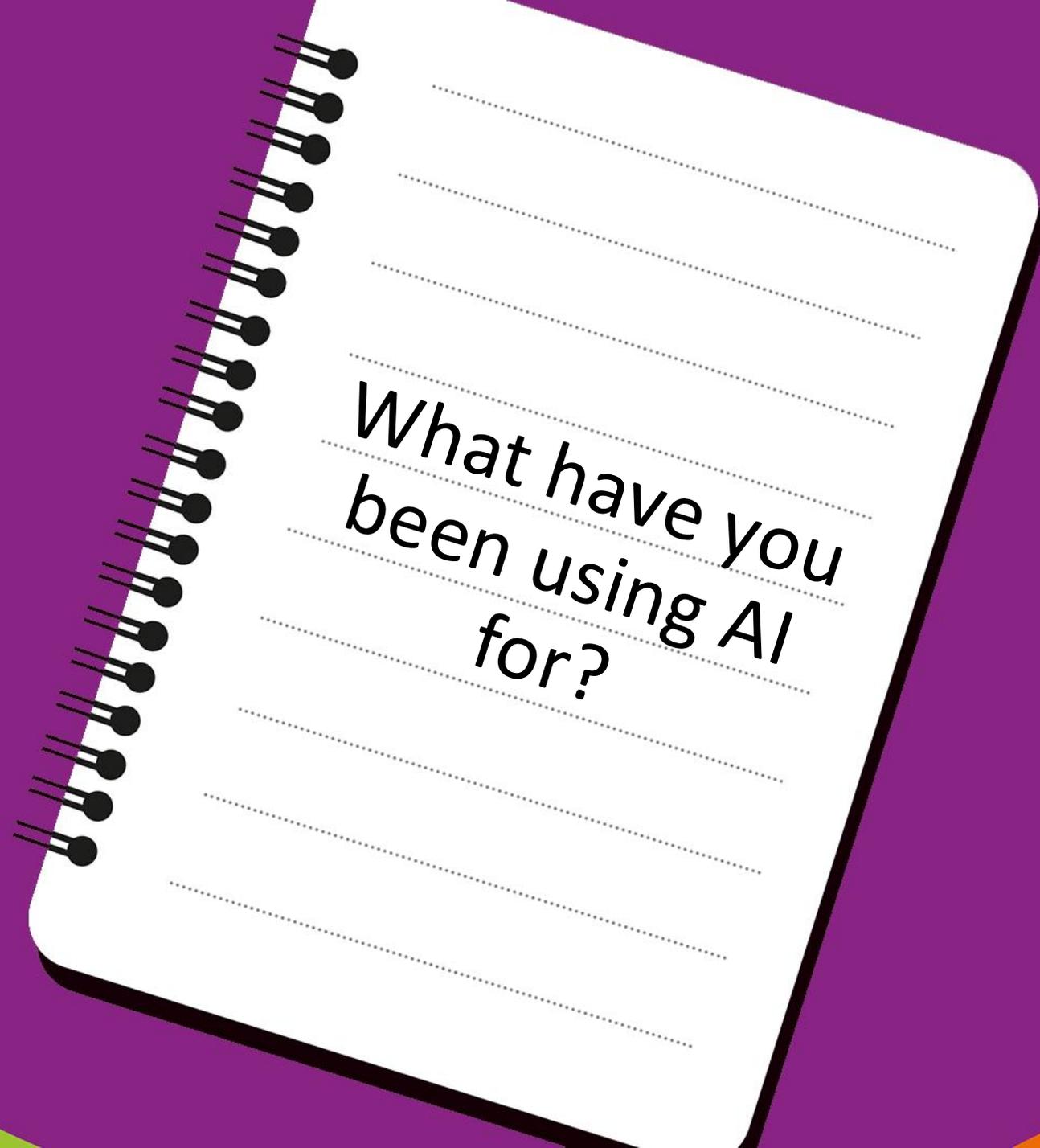
Teach

Key Takeaways

- Understand AI basics
- Prompt writing masterclass
- Practice small safe AI experiments

AI Basics

helping you
to help others



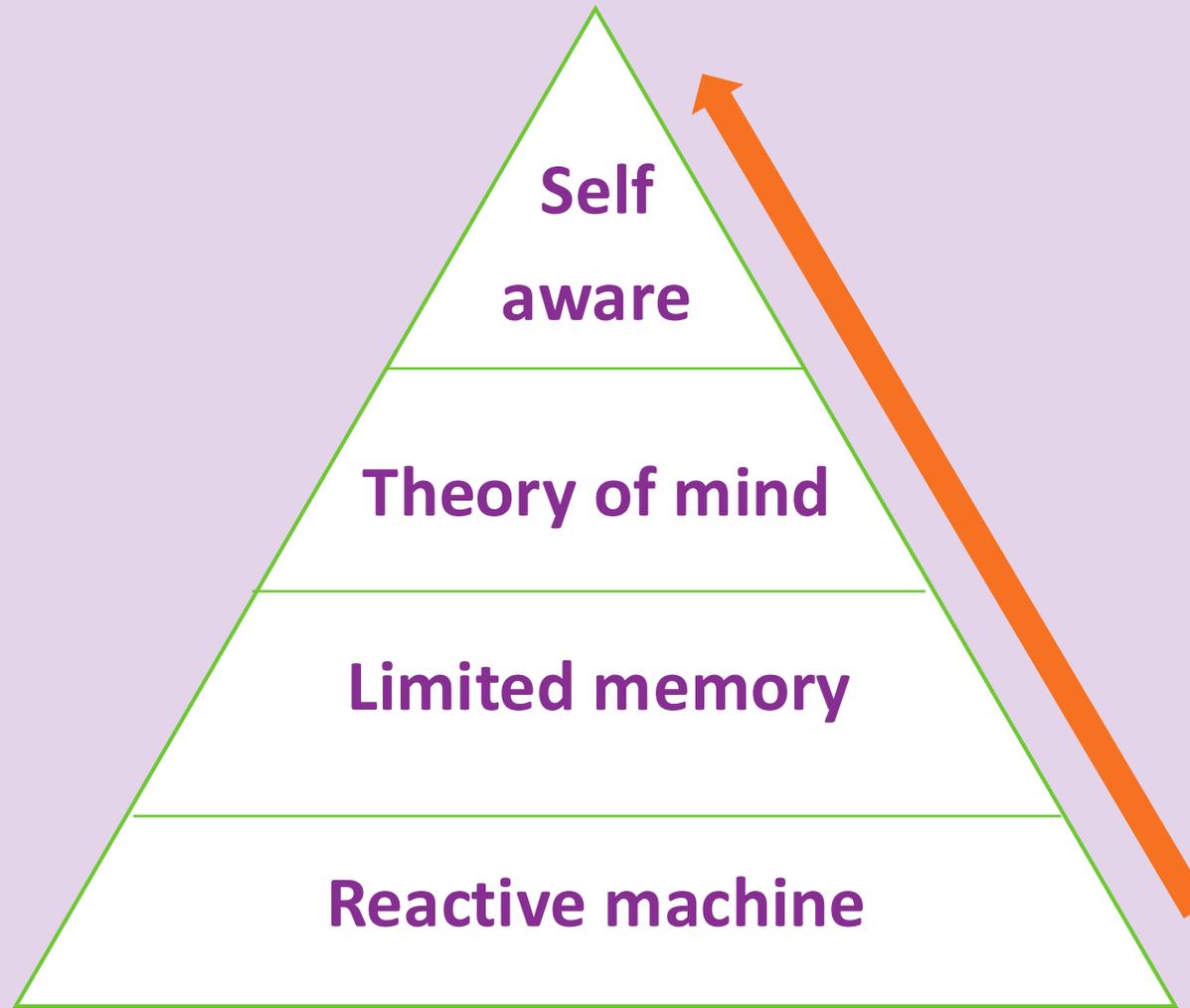
What have you
been using AI
for?



TASK: What have you been using AI for?

- Rewriting policies
- Rewriting emails
- Writing objectives
- Kids homework
- Checking contracts
- Team RACIs
- Interview questions
- Minutes
- Job descriptions
- Writing a presentation
- Summarising tenders
- Generic procedure drafts
- VAT/accounting questions
- Planning holidays
- Comparing software
- Checking about woodworm
- Improving reports
- Jobs ads
- Album cover featuring badgers!
- Formula issues in Excel
- Interior design





Reactive machine AI

- Recommended products
- Classic video game NPCs
- Automatic doors

Limited memory AI

- Self-driving cars
- Chatbots
- Predictive text

Theory of mind AI

- Adds emotional and social understanding
- Sophia by Hanson Robotics

Self aware AI

- Pinnacle of AI
- Recreation of consciousness



ChatGPT

- Top-tier reasoning, writing, and coding.
- Multimodal with voice, robust document access, and huge context (up to ~1M tokens).
- Best features require a paid plan.
- No offline or Office integration.

Copilot

- Excellent for Microsoft 365 apps and workflows.
- Enterprise-ready with deep Windows integration.
- Shines brightest within the Microsoft ecosystem.
- It does not supply its own model.

Gemini

- Best for Google tools and live web info.
- Leading context size (up to ~2M tokens) and native multimodality.
- Many features locked behind expensive plans.
- Has trailed behind in coding and reasoning.

ChatGPT

Creative conversation with natural voice and custom GPTs.

Copilot

Best for productivity across Microsoft 365 and Windows, backed by enterprise-grade security.

Gemini

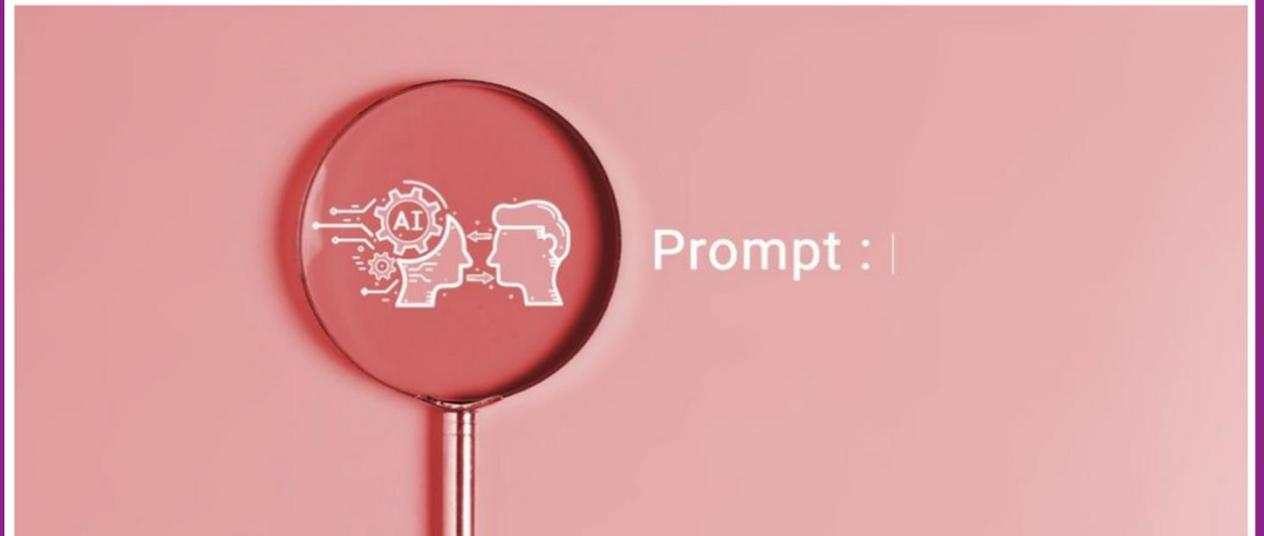
Great for Google tools and long-context work (1M+ tokens) with strong web grounding.

- **What ‘big data’ trained the tool?**
- **How was it obtained?**
- **How will your organisation be protected?**

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.



Do

- **Use official, paid accounts** if available (better data privacy).
- **Anonymise** all staff, donor, or case **data** before input.
- **Verify AI outputs** before sharing externally.
- **Train staff** in ethical use and data protection.

Don't

- Upload personal, confidential, or financial information to **free AI tools**.
- Use AI to analyse **sensitive casework** or **beneficiary data**.
- Treat AI as a fact-checker. It can and will **hallucinate**.
- **Publish AI-generated material** without human review.

Inaccuracy

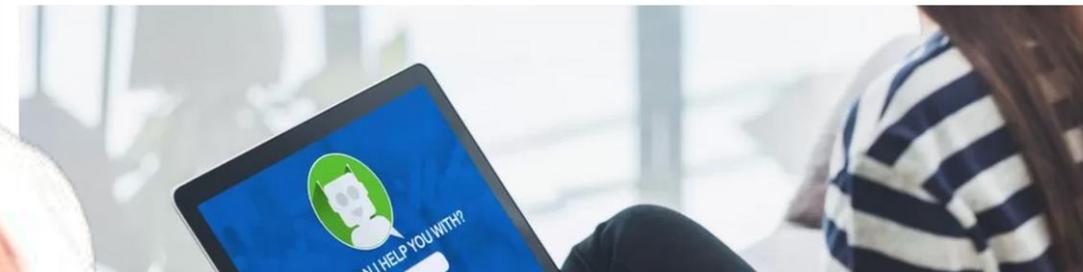
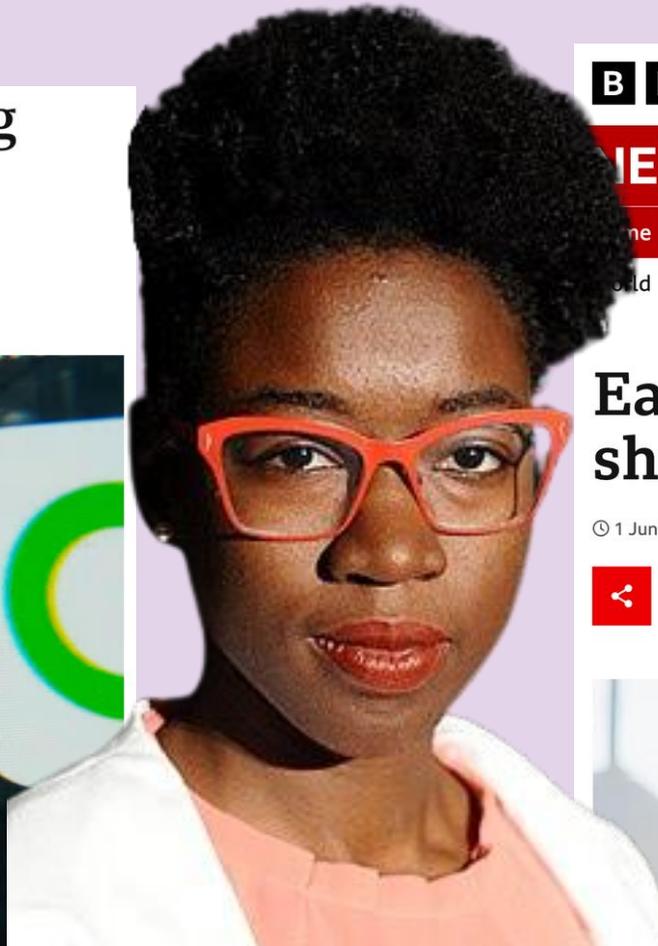
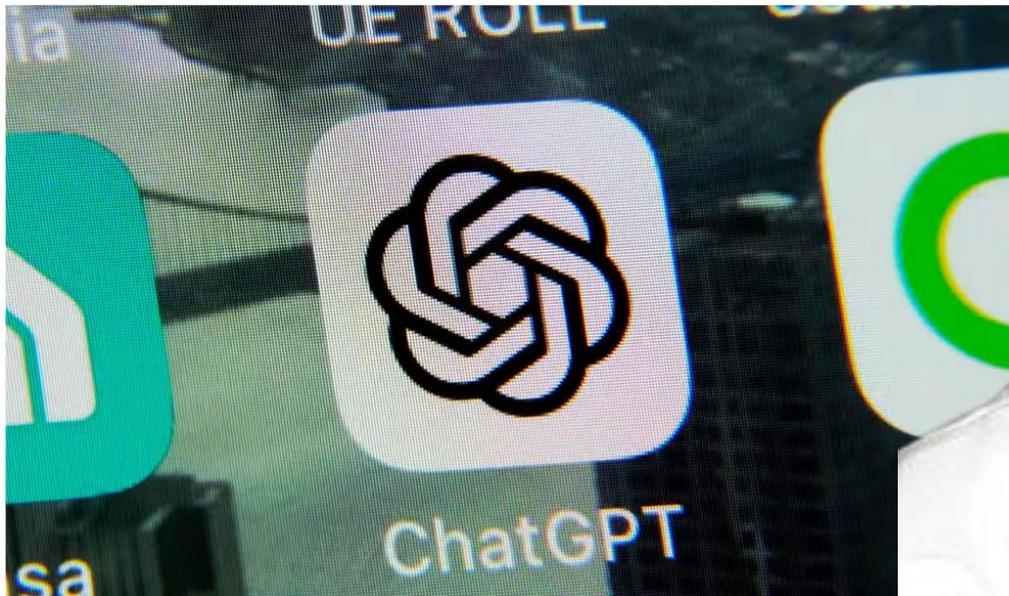
Machines make mistakes

Prone to hallucination

Have inherent bias

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



Confidentiality

Will the AI tell
someone else?

Samsung Software Engineers Busted for Pasting Proprietary Code Into ChatGPT

In search of a bug fix, developers sent lines of confidential code to ChatGPT on two separate occasions, which the AI chatbot happily feasted on as training data for future public responses.



by [Emily Dreibelbis](#) Apr 07, 2023

f X in P

Develop
guidance
around
confidentiality



Practical Examples

helping you
to help others



Which Copilot experience are you looking for?

Work

A secure and compliant Copilot integrated with your enterprise account.

Go to copilot.cloud.microsoft



gknight@dsc.org.uk

Personal

A helpful AI companion for your everyday life outside of work.

[Switch to a personal account](#)

or [sign out](#) to preview personal Copilot without an account

Contents

1. Useful updates

2. Ways to wellbeing

3. Celebrating Empathy

4. Useful resources

5. Where to get support

Copilot

Please can you check all the external links in this document to see if they still work

Copilot AI-generated content may be incorrect

Sure, I can help with that. Here are the external links from your document and their current status:

From your document:

1. **Mind's website:** The link to Mind's website for useful contacts during Christmas is working and provides information on various mental health resources ¹.
2. **Side by Side:** The link to the Side by Side online community is working and provides access to a supportive online community for mental health ².
3. **EEDI Folder:** The link to the EEDI resources folder is working and directs to the Eedi login page ³.
4. **Grounding mat:** The link to information about grounding mats is working and

Can you summarize the document?

Are there any broken internal links?

Ask me anything about this document



Please can you check all the external links in this document to see if they still work



Copilot AI-generated content may be incorrect

Sure, I can help with that. Here are the external links from your document and their current status:

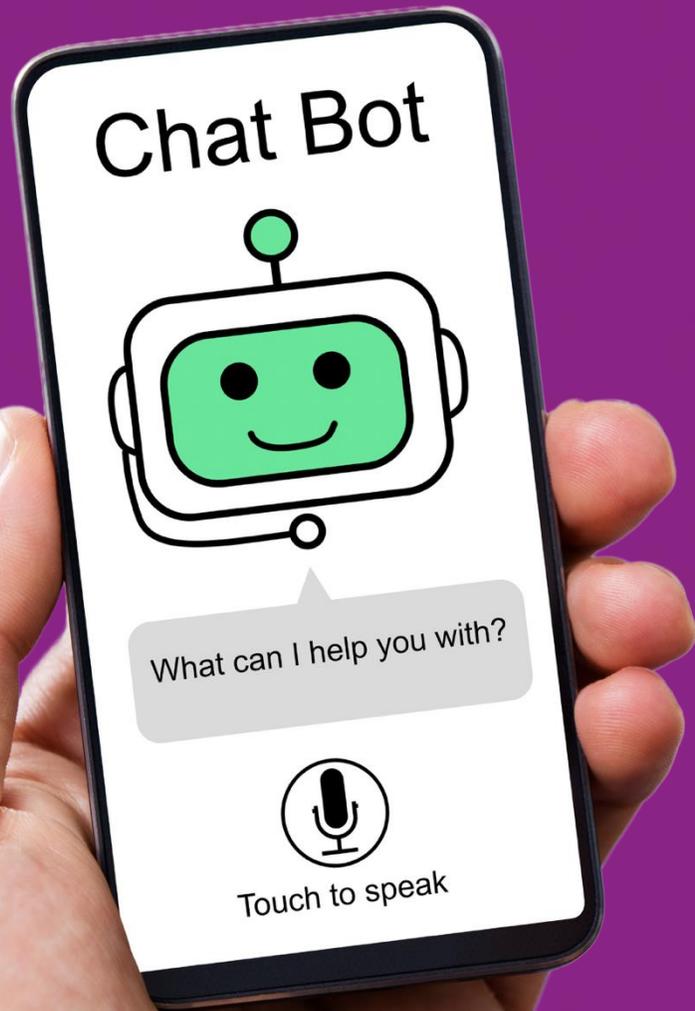
From your document:

1. **Mind's website:** The link to Mind's website for useful contacts during Christmas is working and provides information on various mental health resources **1**.
2. **Side by Side:** The link to the Side by Side online community is working and provides access to a supportive online community for mental health **2**.
3. **EEDI Folder:** The link to the EEDI resources folder is working and directs to the Eedi login page **3**.

Crohns & Colitis UK

- Write the core copy.
- Use a generative AI tool to help with structure and impact.





NSPCC & Childline

- AI chatbot that keeps young people engaged during wait periods.
- Triaging calls - can the person be directed to non-live support on the website?

Wildlife Trusts



You are invited... if you dare.
A murder has been committed, and only you can help solve the case!

Dinner Party

WELCOME
DRINK
ON ARRIVAL



THREE
COURSE
MEAL

Bring your own drinks

Crogen Hall | 15th November | 6.00pm - 11.00pm

15th November
6.00pm - 11.00pm

MURDER MYSTERY

Fundraiser for Yr Hen Ysgol
Dinner Party

WELCOME
DRINK
ON ARRIVAL



THREE
COURSE
MEAL

Bring your own drinks

£65 per person

Crogen Hall, Llandrillo, Corwen, LL21 0SY

TICKETS AVAILABLE FROM JULIE PARRY

parrykjulie@gmail.com

07734 852 202



directory of social change

TRUUSITOU



How can we
create safe
experiments
with AI?

What risks are
there?



TASK: How can we create safe experiments with AI?

- How:

- Avoid confidential
- Test internally
- Paid versions
- AI policy
- Clear objectives
- Training

- Risks:

- Data leaks
- Misinfo
- Errors
- Spreading false information
- Confirmation bias
- Hallucinations
- Data misuse



Ethics Checklist

What is the purpose of using the tool?

Where does the algorithm find its data?

What is the impact of the algorithm's decisions?

Is AI being used because it can or because it's the best tool for the job?



“Create small low-risk experiments to answer the question: **does this use case make sense for our organization?**”

Devi Thomas, Microsoft Philanthropies

”

Build an AI working group

Produce an AI policy

Trial paid LLMs

**Use training to build
confidence**

A spiral-bound notebook is shown at an angle, tilted towards the right. The notebook is white with a black spiral binding on the left side. The text "Be prepared to invest time into AI." is written in a bold, black, sans-serif font across the center of the page. The notebook is set against a solid purple background. In the bottom left corner, there is a logo for "dsc" with the text "directory of social change" below it. The logo consists of the letters "d", "s", and "c" in a stylized font, with "d" in purple, "s" in orange, and "c" in green. The text "directory of social change" is in a smaller, purple, sans-serif font. There are also some decorative green and orange curved lines in the bottom right corner of the image.

**Be prepared
to invest time
into AI.**

Prompt Writing

helping you
to help others

What does a
good practice AI
prompt look
like?



TASK: What does a good practice AI prompt look like?



- Pick one of the tools and reword this sentence for impact:

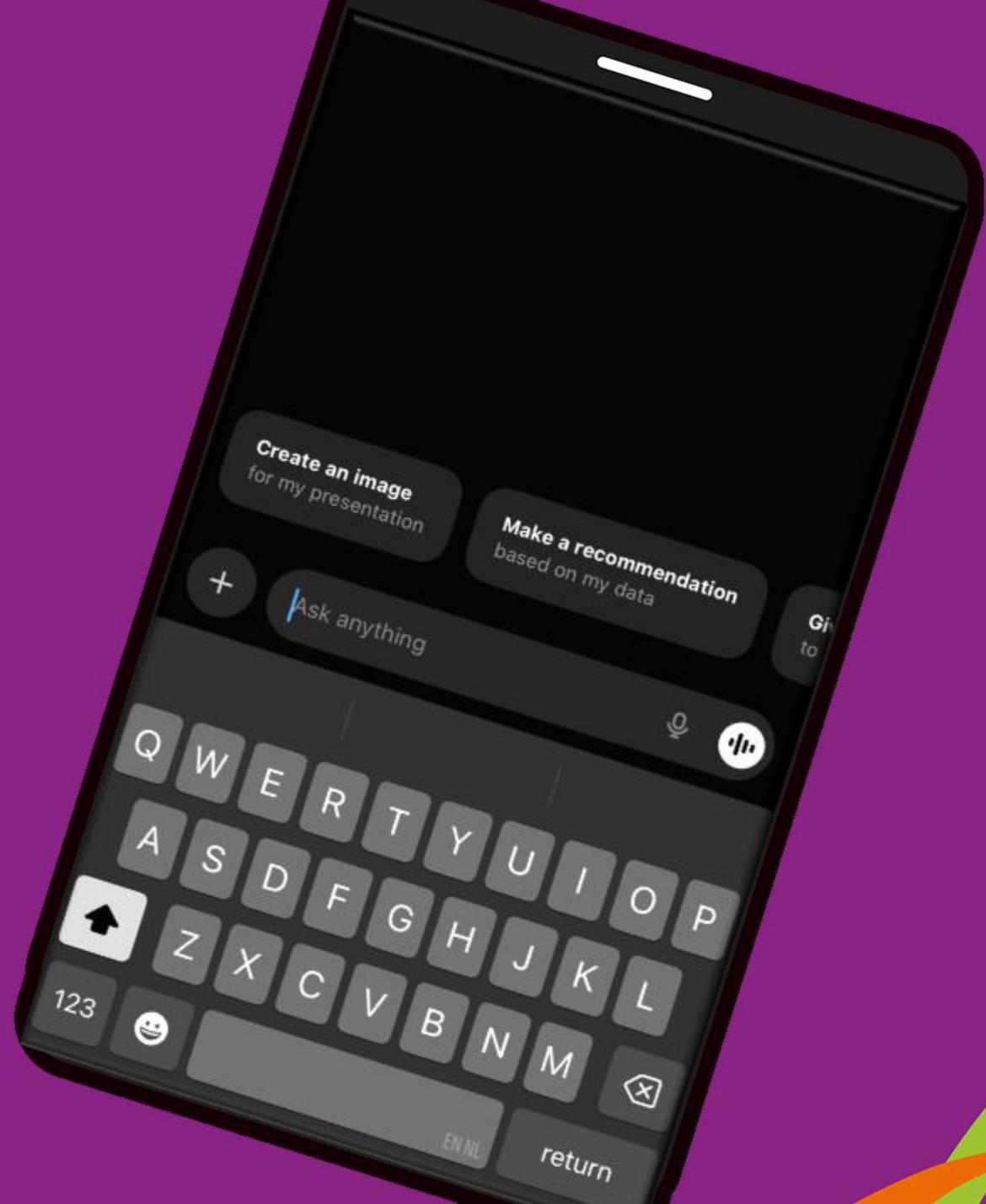


We run a debt counselling service.



CAPE

- Context
- Action
- Parameters
- Example



Donor Thank-You Email | CAPE

Context

- A charity has just received a £500 donation from a regular supporter.

Parameters

- UK English, no more than 150 words, warm and grateful tone.

Action

- Write a warm thank-you email.

Example

- “We are so grateful for your continued support, which helps us deliver food parcels to families in need.”

"Write a 150-word thank-you email in UK English to a regular donor who has just given £500.

Use a warm, grateful tone and highlight that their support helps deliver food parcels to families in need."

"Rewrite this job description for a Fundraising Officer in plain English, no more than 300 words.

Make it professional but friendly, avoiding jargon. For example, replace 'liaising with stakeholders' with 'working closely with colleagues and donors'."

- **Reword this sentence again, this time including:**

- **Context**
- **Action**
- **Parameters**
- **Example**



We run a debt counselling service.



Practice AI Experiments

helping you
to help others



from this





to this

Examples from DSC

Beginner

Create calendar files to import training dates.

Medium

Convert course outlines into an updated format.

Advanced

Check upcoming charity events so DSC conferences do not clash.

- **Convert dates into an .ics file:**

Copy the text or upload the file.

Ask the tool to convert the dates into an .ics file.



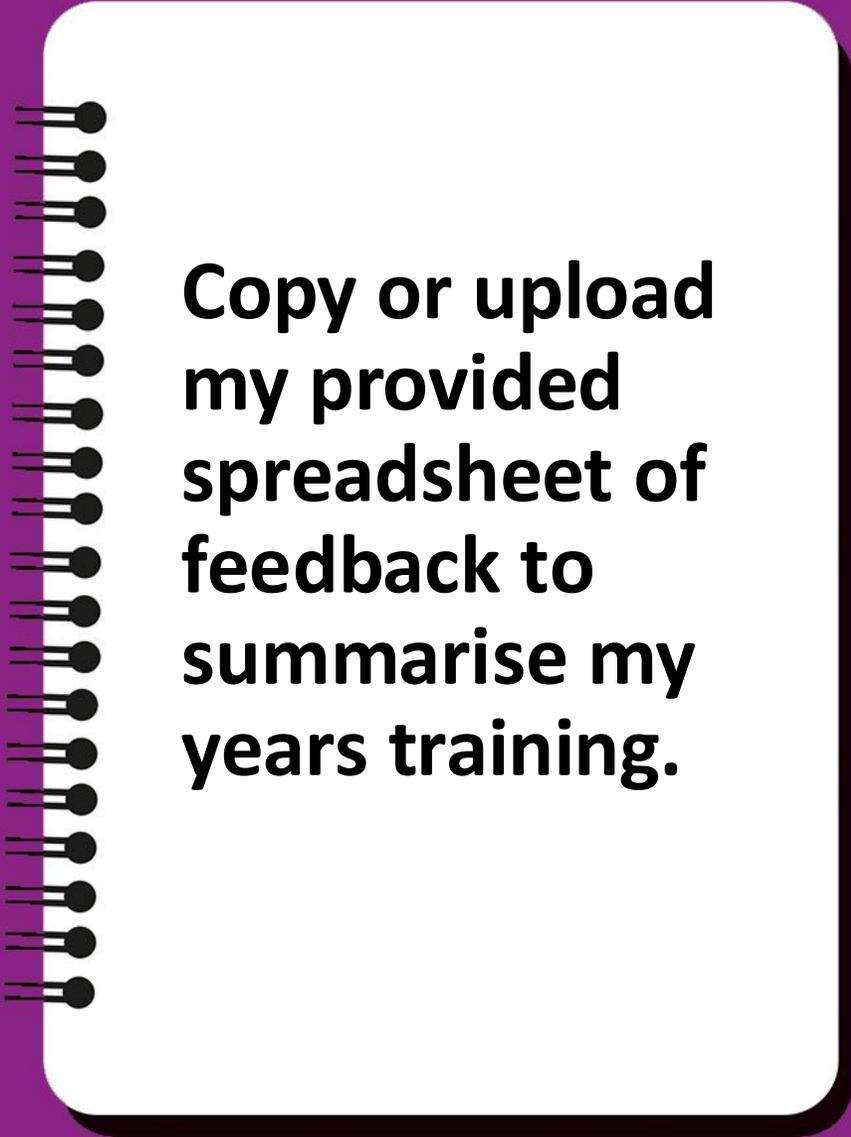
- **Choose an AI tool and convert my text into a spreadsheet:**

Copy my text or upload the file.

Ask it to convert the data into suitable spreadsheet columns



- Choose an AI tool and analyse my feedback:

A white spiral-bound notebook with a black cover and a black spiral binding on the left side. The notebook is open to a blank page with the following text.

Copy or upload my provided spreadsheet of feedback to summarise my years training.



What's one task
you now wish AI
could take off
your plate?



TASK: One task AI could take off your plate?

- Feedback analysis
- Minutes
- Policies
- One line feedback on submissions
- File conversions
- Streamlining jobs
- Dates for meetings
- Graphs



“

Your job will not be
replaced by AI.
It will be replaced by a
person using AI.

Jake Wells, Grant-Writer

”



Prepare



Train



Targets



Implement



Teach

Key Takeaways

- Understand AI basics
- Prompt writing masterclass
- Practice small safe AI experiments

START

STOP

CONTINUE

START
STOP
CONTINUE

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