



Welcome!

**FundrAlsing: Improve your
fundraising opportunities with AI**

Please settle in and we'll be kicking off shortly...



Welcome from the Benefact Group

Our common purpose is to **give** all available profits **to good causes**.
We have donated **£250m** since 2014.



Directory of Social Change's UK Guides to Company Giving 2017-26.

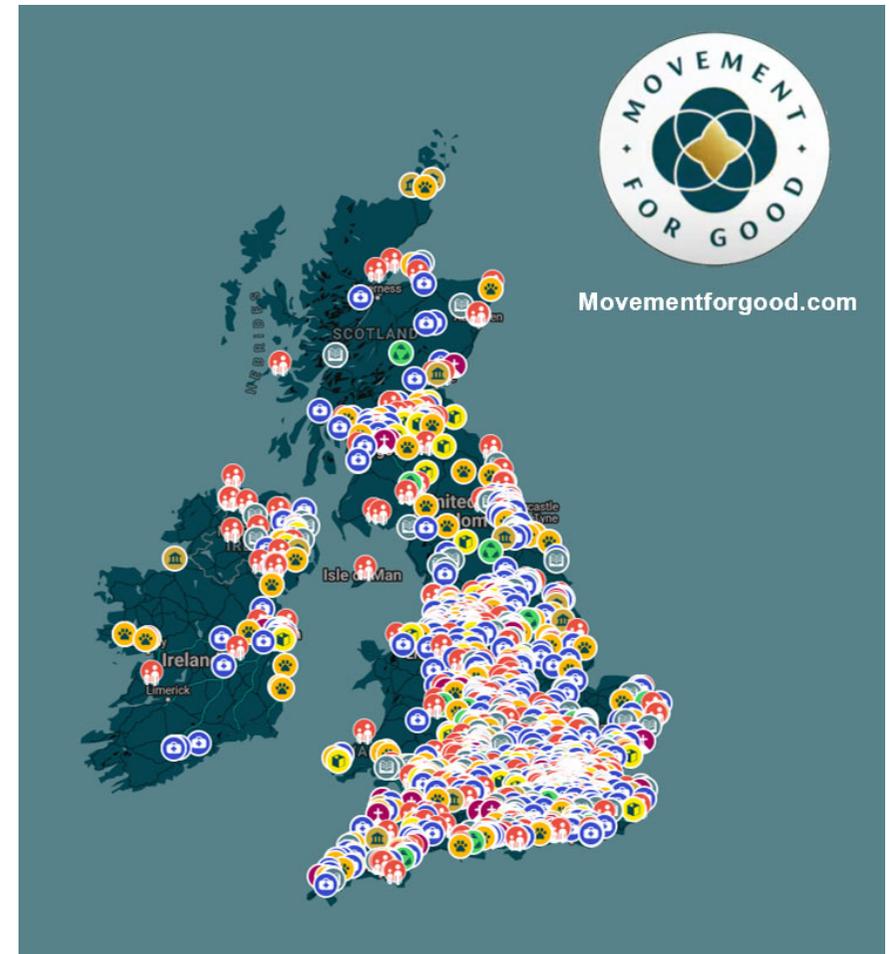


How we give – the Benefact Group



1. **Small donations** to charities doing every possible kind of good
2. **Partnership Funding** to charities doing amazing work really important to our customers and communities
3. **Charity support** enabling charities to be more successful and sustainable

Visit www.movementforgood.com
today to nominate



FundrAlsing: Improve your fundraising opportunities with AI

Rhodri Davies – Why Philanthropy Matters

3 April 2025



AI: THE OPPORTUNITY

WHAT ARE WE TALKING ABOUT & WHY?

Key factors in recent AI growth:

1) More powerful tools
(Deep Learning, LLMs, GANs etc)

2) Data explosion

3) Greater processing power

4) Growing investment

NB:
Narrow/*Domain Specific* AI, not Artificial General Intelligence (AGI)



YES



NO

KEY AFFORDANCES & APPLICATIONS OF AI

Summarising Information

Image recognition

Personalised Recommendations

Turning unstructured data into structured data

Transcription

Conversational Interfaces

Recognising patterns

Advanced RPA

Text-prompt content generation

Making Predictions

Translation

WHY NONPROFITS SHOULD CARE ABOUT AI

1) New ways of achieving mission

2) Changes to operating environment

3) New challenges to address

AI FOR GOOD

Using AI to prevent blindness



Algorithm That Detects Sepsis Cut Deaths by Nearly 20 Percent



New artificial intelligence tool can accurately identify cancer



UK's Conservation AI Makes Huge Leap Detecting Threats to Endangered Species Across the Globe



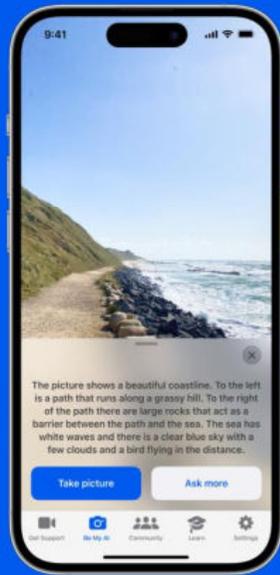
Could AI save the Amazon rainforest?



USING AI TO MONITOR TRACKSIDE BRITAIN'S WILDLIFE

AI FOR GOOD

Be My AI
Rolling out now



Be My AI and ChatGPT-4 Are Revolutionizing How Blind People Interact with Art

Be My Eyes is collaborating with OpenAI's GPT-4 to improve accessibility for blind and low-vision people

UNILEVER PARTNERS WITH BE MY EYES TO INTRODUCE AI-ASSISTED COOKING FOR BLIND AND LOW VISION SHOPPERS

Meta partners with Be My Eyes for accessible Ray-Ban glasses upgrade

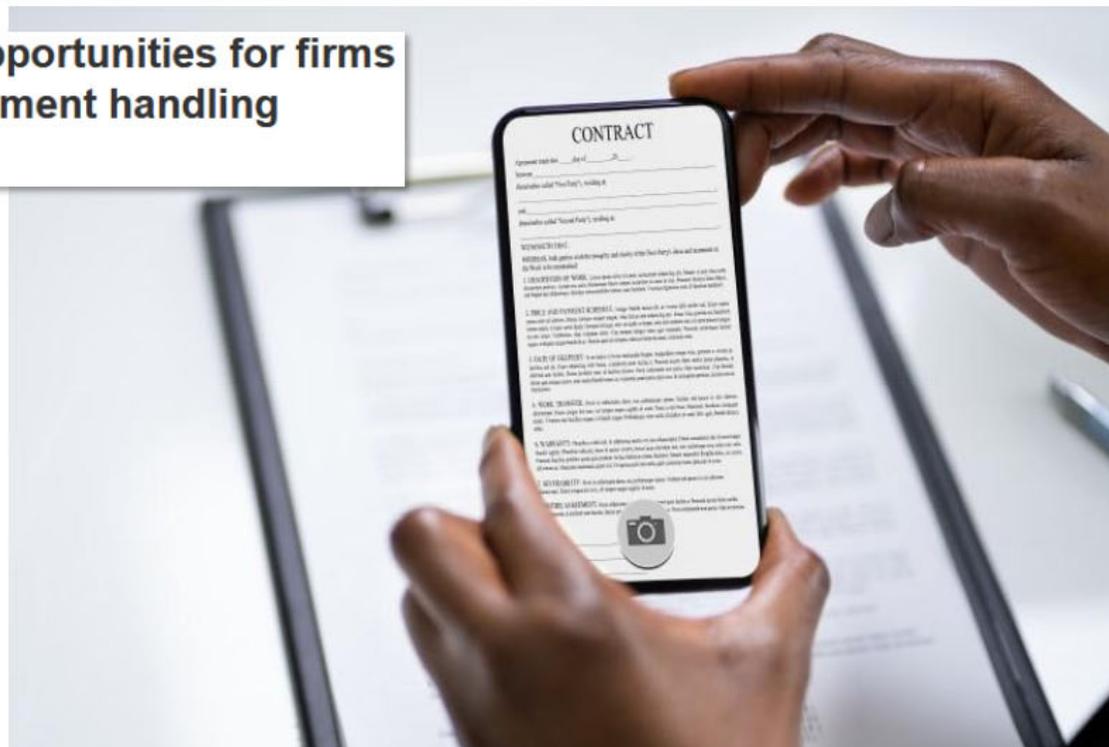


OCR & DATA CAPTURE



AI offers a galaxy of opportunities for firms with high volume document handling workloads

Excel for iPhone now lets you take a picture of a spreadsheet and import it



OCR (Optical Character Recognition) with world-class Google Cloud AI

Extract text and data from images and documents, turn unstructured content into business-ready structured data, and unlock valuable insights.

ROSSUM

Rossum's intelligent document processing platform will drive efficiency by eliminating 98% of manual work while delivering an average accuracy rate of 96%.



STRUCTURED VS. UNSTRUCTURED DATA

Salesforce expands access to unstructured data to fuel customer insights

Generative AI is pushing unstructured data to center stage

How AI Can Unlock The Power Of Unstructured Data



Communication made easier

Project Relate is an Android beta app created to help people with non-standard speech make their voices heard.



AI-Powered Screen-Reader and Keyboard Navigation Accessibility Adjustments



Microsoft announces AI-powered Teams speakers with titanic transcription abilities



Translate this: How real-time translation breaks down barriers when you don't speak the language

by Edward C. Baig, USA Today

Cisco's Webex debuts real-time translation from English to 100+ languages

Targeted at organizations with global workforces, the new feature will help Webex users overcome language barriers

AI ACCESSIBILITY TOOLS



Canva Magic Studio

All the power of Canva's AI, all in one place. Magic Studio™ brings together the best AI-powered tools for you and your team, right inside Canva.

 **DALL-E**



Microsoft Copilot

 **motion**

 **NotebookLM**

 **Elicit**

 **grammarly**

 **asana**

 **synthesia**

 **HOSTINGER**

Build Your Dream Website in Minutes With AI Website Builder

beautiful.ai

 **perplexity**



Midjourney

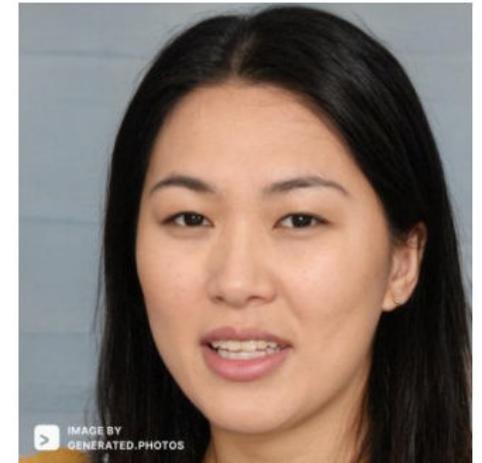
AI PRODUCTIVITY & CREATIVITY TOOLS

 **Why Philanthropy Matters**

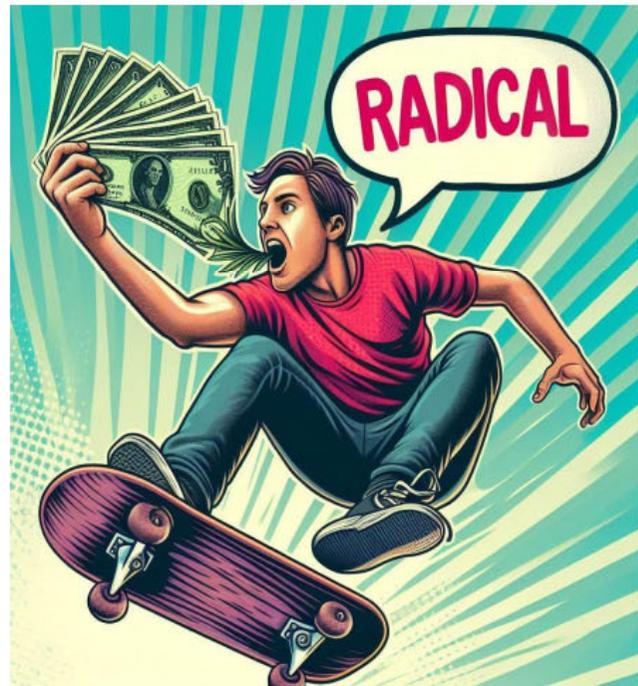
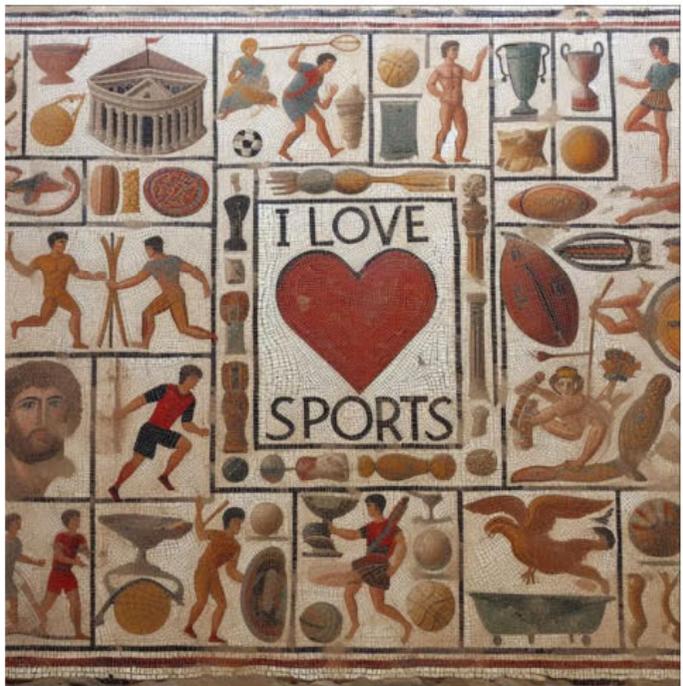
GENERATIVE AI: CONTENT & CREATIVITY



What do all these people have in common...?



GENERATIVE AI: CONTENT & CREATIVITY





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.

ChatGPT gained 1 million users in under a week. Here's why the AI chatbot is primed to disrupt search as we know it

Generative AI is here: How tools like ChatGPT could change your business

ChatGPT Will Change Housework

How ChatGPT and similar AI will disrupt education

Large, creative AI models will transform lives and labour markets

Oxford and Cambridge ban ChatGPT over plagiarism fears but other universities choose to embrace AI bot

CHATGPT





Enhanced Outreach: Utilize ChatGPT to create interactive chatbots for websites and social media, improving communication and providing information about the charity's mission and activities.

Personalized Fundraising: Implement ChatGPT in donor engagement, offering personalized interactions to guide donors through the contribution process and share updates on the impact of their donations.

Educational Engagement: Develop chat-based tutorials and Q&A sessions to educate the public about the charity's cause, using ChatGPT to effectively disseminate information.

Crisis Response: Deploy ChatGPT-powered chatbots for swift responses during crises, efficiently managing inquiries and providing timely information and support.

Efficient Volunteer Management: Streamline volunteer coordination with ChatGPT-powered chatbots for onboarding, training, and addressing volunteer queries, optimizing staff time and resources.

**CHATGPT &
NONPROFITS**



GENERATIVE AI: ACCELERATING CAPABILITIES

Meet GPT-3. It Has Learned to Code (and Blog and Argue).

The latest natural-language system generates tweets, pens poetry, summarizes emails, answers trivia questions, translates languages and even writes its own computer programs.

This AI used GPT-4 to become an expert Minecraft player

GPT-4 Beats 90% Of Lawyers Trying To Pass The Bar



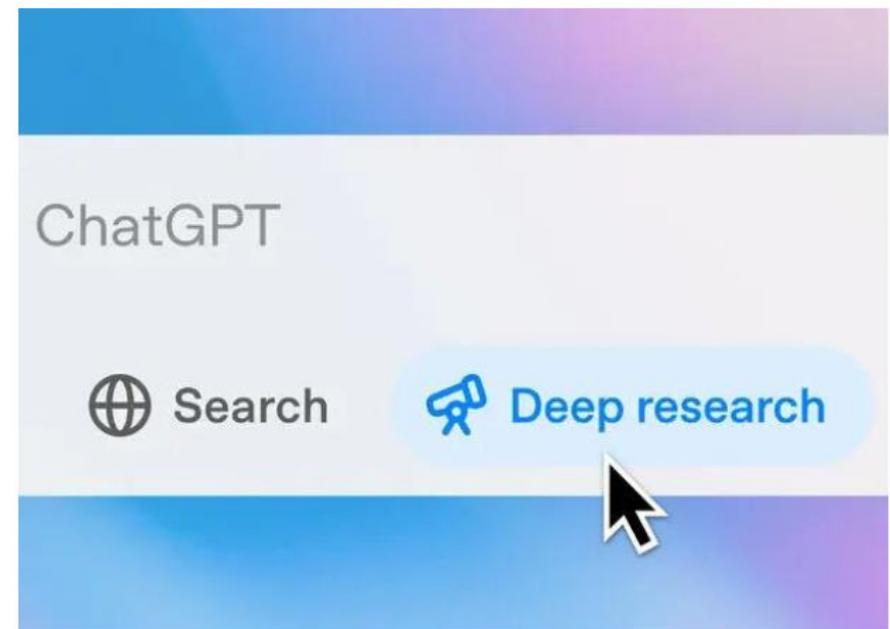
GPT-4 has arrived. It will blow ChatGPT out of the water.

If you're thinking about writing your own pitch deck, think again. GPT-4 outshines humans in securing funding and impressing business owners, survey shows

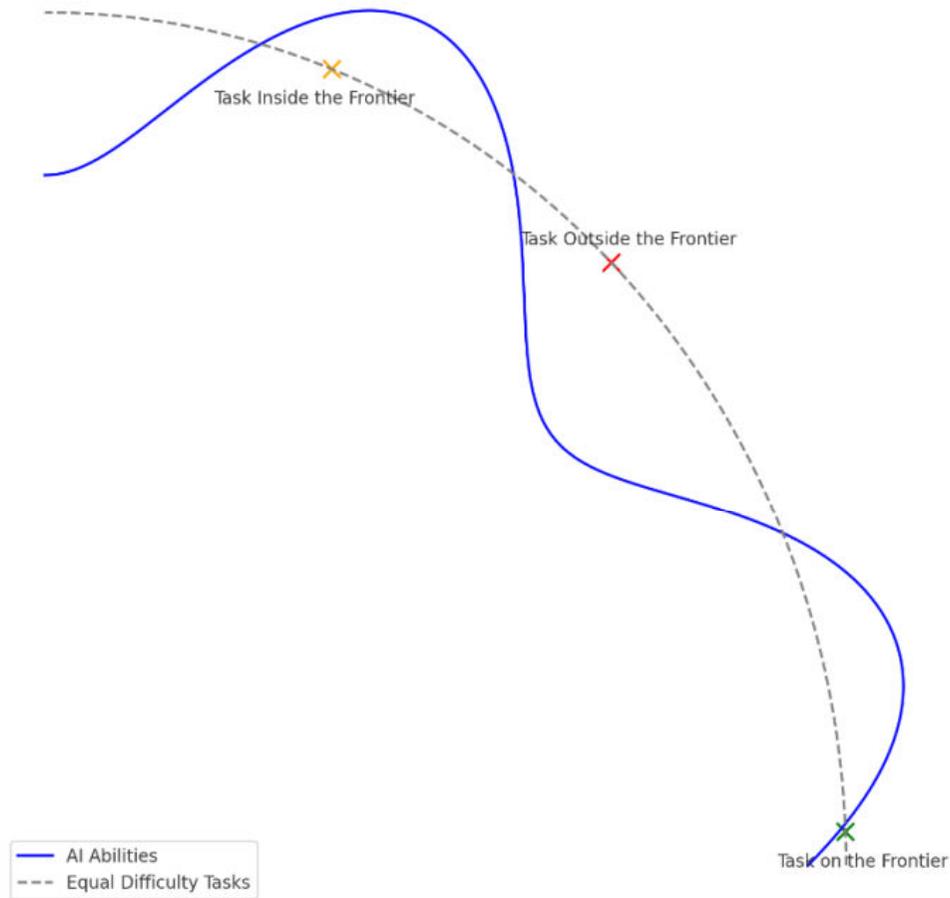
The brand new 'South Park' episode was partly written by AI

OpenAI's GPT-4 Model Can Ace The SAT, Pass The Bar, And Explain Memes

AI AGENTS FOR RESEARCH



Jagged Frontier of AI Capabilities



THE 'JAGGED FRONTIER'

SOURCE: Dell'Acqua, Fabrizio, et al. "Navigating the jagged technological frontier: Field experimental evidence of the effects of AI on knowledge worker productivity and quality." *Harvard Business School Technology & Operations Mgt. Unit Working Paper 24-013* (2023).

NAVIGATING THE JAGGED FRONTIER

Figure 2: Performance Distribution - Inside the Frontier

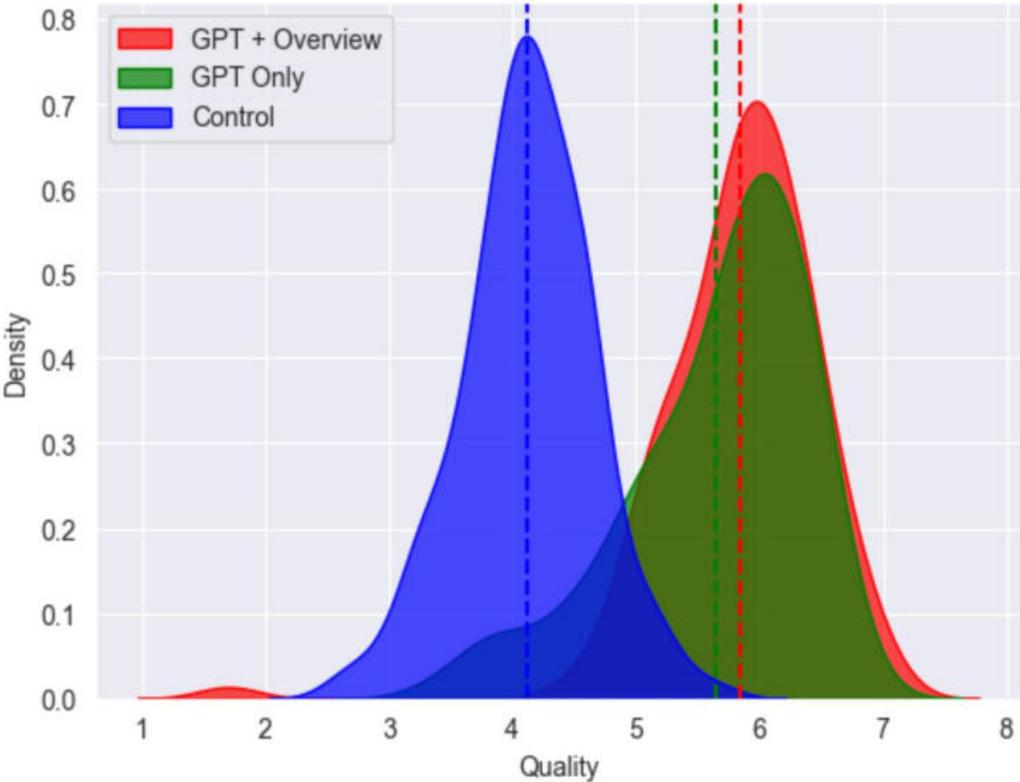
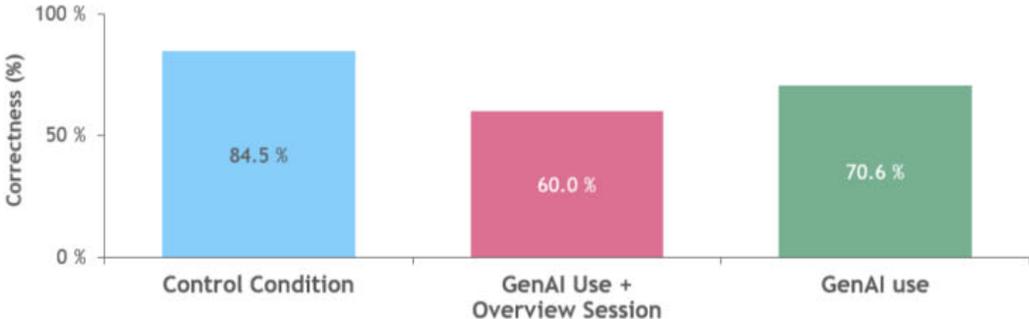


Figure 7: Performance - Outside the Frontier



SOURCE: Dell'Acqua, Fabrizio, et al. "Navigating the jagged technological frontier: Field experimental evidence of the effects of AI on knowledge worker productivity and quality." *Harvard Business School Technology & Operations Mgt. Unit Working Paper 24-013* (2023).



AI FOR GRANT-WRITING

Grantable
AI for Grants

W wellcome
Funders joint statement: use of generative AI tools in funding applications and assessment

plinth
Write high-quality and specific grant applications with AI.

DEAR Santa!
My NAME is Steve.
I'm 30 years old.
May I have **Play Station**

ChatGPT use shows that the grant application system is broken
The fact that artificial intelligence can do much of the work makes a mockery of the process. It's time to make it easier for scientists to ask for research funding.

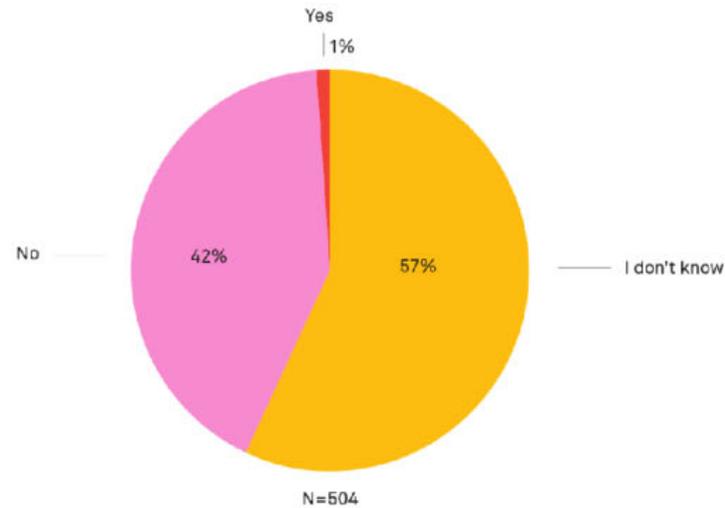
Charity Excellence Framework
Free AI Funding Bid Writing For Charities

European Research Council issues warning on AI's use in grant applications

Why Philanthropy Matters

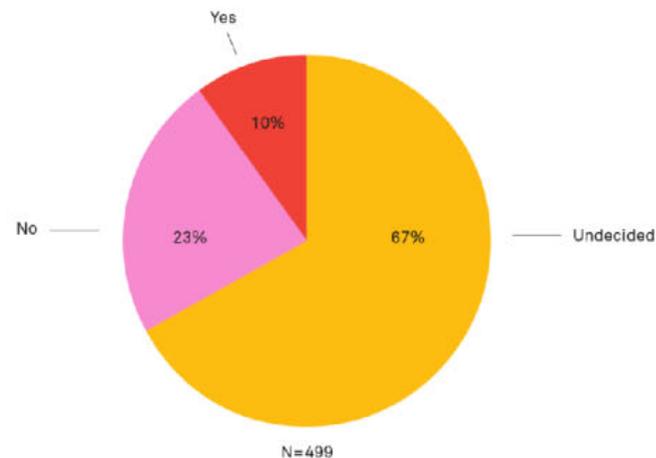
AI FOR GRANT WRITING

Have you received grant applications created by generative AI?



SOURCE: Candid, *Foundation Giving Forecast Survey, 2024*

Does your foundation accept, or plan to accept, grant applications with content created by generative AI?



AI FOR GRANT-MAKING



- Pre-screening grant applications
- Summarising applications for human grantmakers
- Enabling non-written grant applications at scale
- Proactive identification of potential grantees
- Automated grant allocation decisions



- Donor insight
- Harnessing unstructured data sources for prospect research
- Pattern recognition for effective fundraising strategies
- Tailored fundraising copy
- Chatbots/AI agents

AI FOR FUNDRAISING

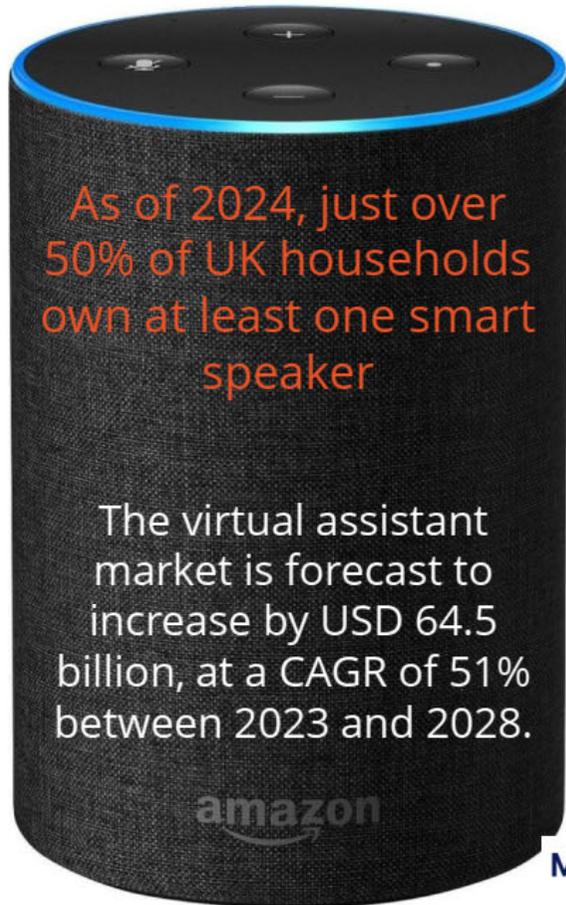
AI AGENTS

The A.I. That's Already Raising Money

A new start-up is testing autonomous fundraisers that will interact directly with donors. Tech experts have questions.



Meet Alex, our Virtual Engagement Officer



As of 2024, just over 50% of UK households own at least one smart speaker

The virtual assistant market is forecast to increase by USD 64.5 billion, at a CAGR of 51% between 2023 and 2028.

Awareness



Meet the chatbot that simulates a teen experiencing a mental health crisis

Meet Yeshe, A Bot Launched By Lokai And Charity: Water To Bring Awareness To The Water Crisis

Info & Advice



London charity harnessing artificial intelligence to improve young people's mental health

IS THIS OK?

NDCS: Alex

National Deaf Children's Society's AI Chatbot Alex, created to offer information and support for childhood deafness

Donations

How to Donate to Charity Through Amazon Alexa this Holiday:

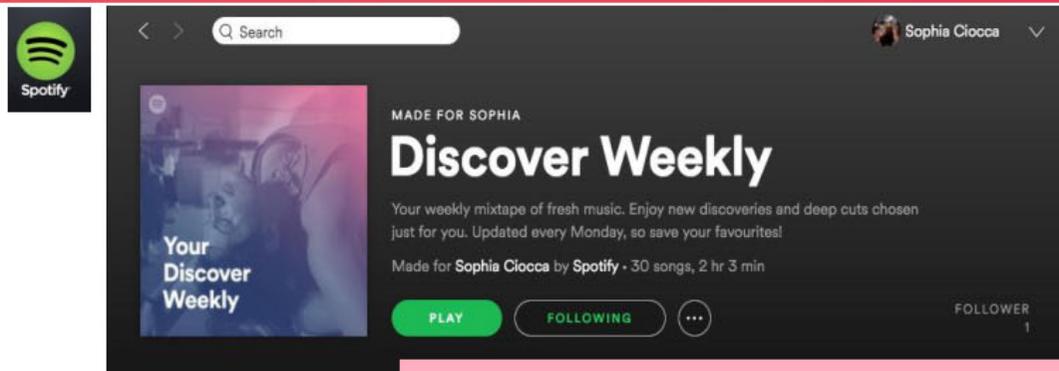
The British Heart Foundation becomes the first UK charity to collect donations through Amazon Alexa

Macmillan launches smart speaker campaign to drive donations with Actionable Audio Ads

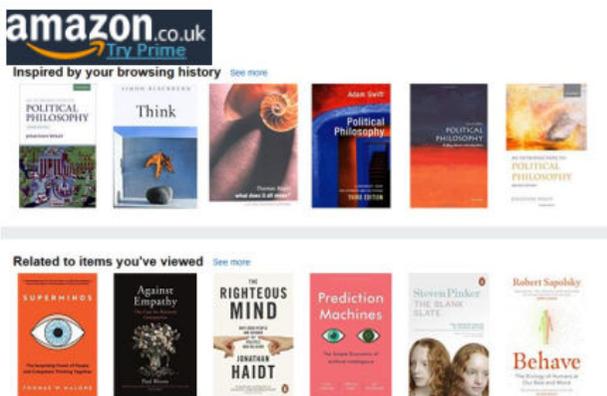
Alexa, Open Race for Life

CHATBOTS & CONVERSATIONAL AI

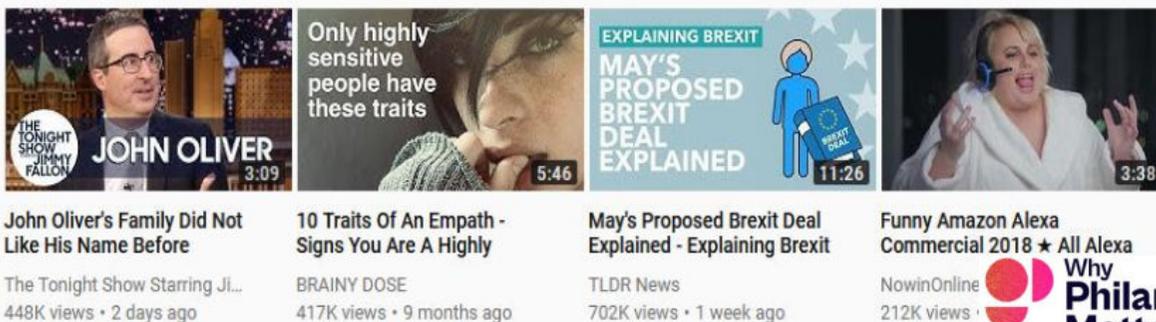
ADVICE & RECOMMENDATIONS



We are increasingly accustomed to algorithmic recommendations



YouTube Recommended



Google: From A Search Engine To An Answer Engine?

Perplexity AI and the Rise of the Answer Engine

Answers 1km →



The Future Of SEO Is Answer Engine Optimization (AEO)

AI means the end of internet search as we've known it

**FROM SEARCH
TO ANSWER?**

Philanthropy recommendations based on past preferences, peer group behaviour or other factors

"Hey! If you liked Cancer Research UK, you'll love Save The Children!"



PHILGORITHMS

ARTIFICIAL INTELLIGENCE: CHALLENGES

PLATFORM DEPENDENCY



RISKS:

- Changes in cost
- Changes in terms of service
- Loss of access
- Platform closure
- Data security/ownership
- Ethical conflicts

Radio Host Sues OpenAI for Defamation, Alleging ChatGPT Chatbot Invented False Legal Accusations About Him

Australian Mayor Threatens to Sue OpenAI for Defamation by Chatbot

ChatGPT cooks up fake sexual harassment scandal and names real law professor as accused

**CHATGPT:
LIES,
HALLUCINATIONS
& BS?**

Eating Disorder Helpline Takes Down Chatbot After It Promotes Disordered Eating

"This robot causes harm."

Lawyers in the United States blame ChatGPT for tricking them into citing fake court cases

A lawyer used ChatGPT and now has to answer for its 'bogus' citations

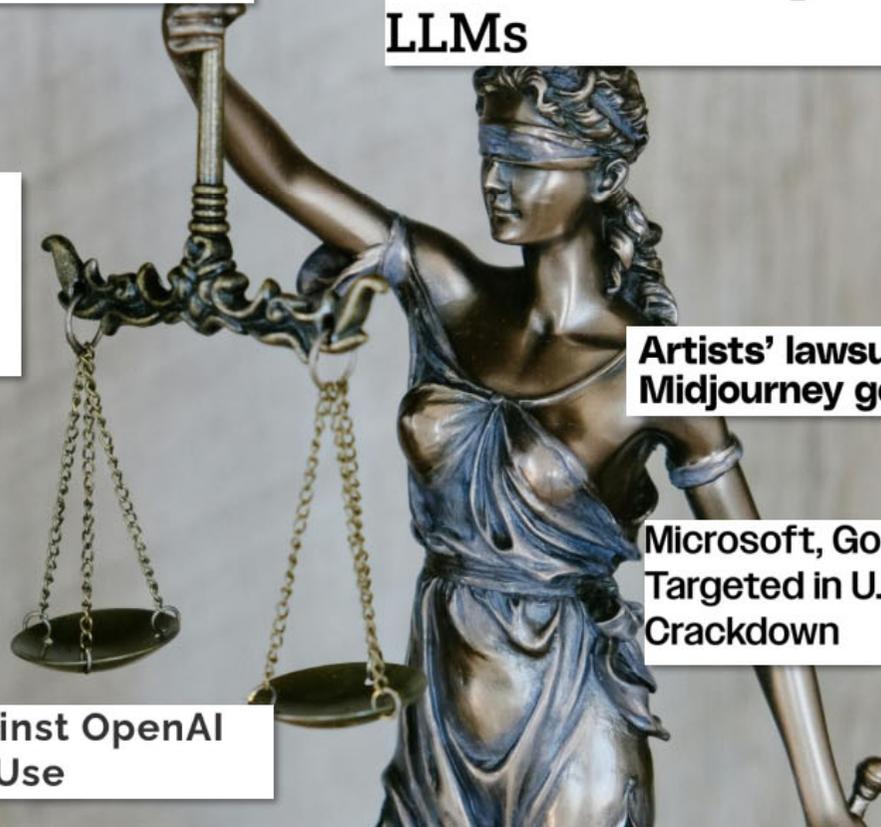
An Eating Disorder Chatbot Is Suspended for Giving Harmful Advice

LLM LEGAL & ETHICAL CONCERNS

Anthropic Hit with Copyright Lawsuit Over LLM Training

Why New York Times lawsuit seeks destruction of OpenAI and Microsoft LLMs

Meta used copyrighted books for AI training despite its own lawyers' warnings, authors allege



Artists' lawsuit against Stability AI and Midjourney gets more punch

Nvidia sued over AI training data as copyright clashes continue

Microsoft, Google, OpenAI, Apple, Meta Targeted in U.K. Creators' AI Content Crackdown

The New York Times' Copyright Lawsuit Against OpenAI Threatens the Future of AI and Fair Use

 **Amnesty Norway**
@Amnesty_Norge · Follow

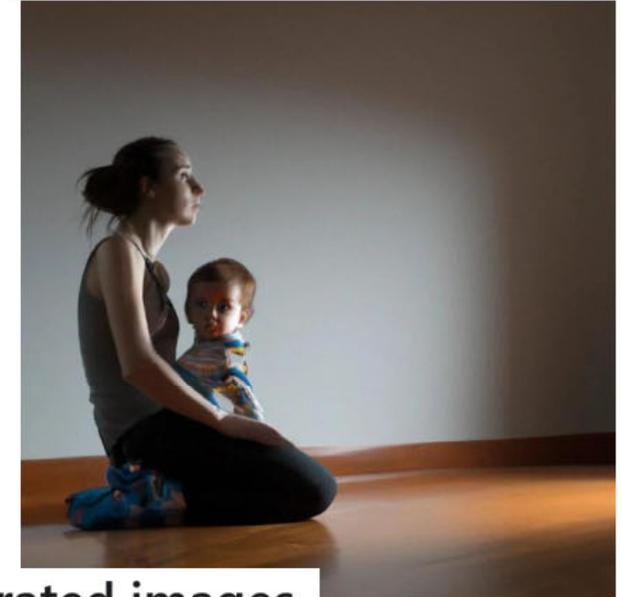
Ultimately, civil society reports reported at least:

- ➔ 89 deaths
- ➔ 106 accusations of gender-based violence
- ➔ 3.546 arrests
- ➔ hundreds of torture victims and disappeared

Colombia needs a comprehensive police reform!



This image is raising money for a Toronto charity. The only problem? It's not real



Am I tripping or did this Charity use ai generated images for their ads?

GENAI & AUTHENTICITY





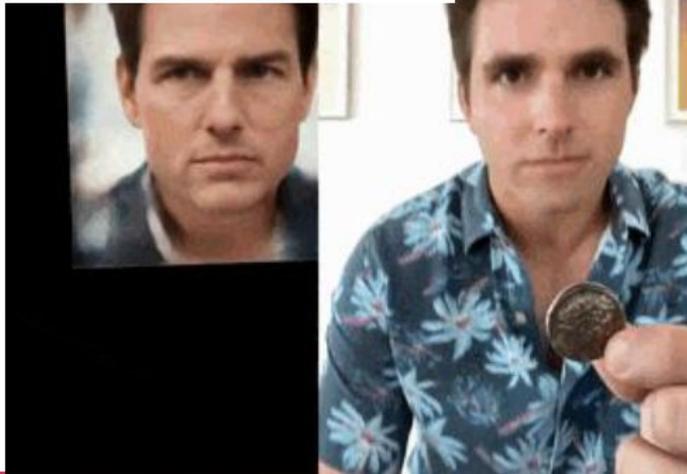
**You thought fake news was bad?
Deep fakes are where truth goes to die**

The Era of Fake Video Begins



UN report highlights 'serious and urgent' concerns about AI deepfakes

China's Google Equivalent Can Clone Voices After Seconds of Listening



AI Deepfakes of True-Crime Victims Are a Waking Nightmare

Mother 'made deepfake videos to frame daughter's cheerleader rivals'

DEEPFAKES



ASTROTURFING

ALGORITHMIC BIAS

When algorithms are trained using data sets that contain statistical biases for e.g. race, gender, they exhibit and strengthen those biases over time

Concerns over biased algorithms grow as computers make more decisions

Racism And AI: Here's How It's Been Criticized For Amplifying Bias

Google turns off ability to search photo collections for gorillas over racist AI

Is your software racist?

There's a fly in the ointment of 'smart government': The emerging problem of biased algorithms. Politicians are struggling to catch up.



UK police are using AI to inform custodial decisions – but it could be discriminating against the poor

Biased Algorithms Are Everywhere, and No One Seems to Care

An algorithm intended to reduce poverty might disqualify people in need

If we're not careful, AI recruitment could institutionalise discrimination

Q&A

And finally... Five exciting things to leave you with

1. Attend future webinars
2. Register your interest in one of our regional, face-to-face, Fundraising forums
3. Are you a founder? Register your interest to attend one of our Founders forums
4. For Impact: The Charity Podcast
5. Join our Movement for Good Network

1. Attend future webinars

<p>Webinar</p> <p>Maximising success: What's hot in fundraising right now</p> <p>22 May 2025</p> <p><small>Terms apply</small></p>	<p>Webinar</p> <p>Trusts and Foundations: How to write a winning application</p> <p>3 July 2025</p> <p><small>Terms apply</small></p>	<p>Webinar</p> <p>How to secure corporate fundraising</p> <p>9 October 2025</p> <p><small>Terms apply</small></p>	<p>Webinar</p> <p>Storytelling: How to attract and nurture donors</p> <p>13 November 2025</p> <p><small>Terms apply</small></p>
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Register online at
<https://benefactgroup.com/charity-support/>

2. Register your interest in one of our face-to-face fundraising forums

Our in-person forums bring together fellow fundraisers for a half day of networking , learning, and support. Hear from a sector expert on a key subject impacting the charity/fundraising sector. Find out more about the valuable support The Benefact Group provides to charities and other charitable organisations, including our current offering and any exciting new initiatives. Connect with other passionate fundraisers, share best practices and leave feeling energised and better equipped to make a greater impact.

- 15 May 2025 - Manchester
- 11 June 2025 - Dublin
- 18 September 2025 - Newcastle-Upon-Tyne
- 02 October - Birmingham
- 06 November – Gloucester
- 20 November – London

Register your interest at <https://benefactgroup.com/charity-support/>



3. Register your interest in one of our Founders forums

We know that being a charity founder can be a challenging and multifaceted role. Balancing HR, finance, strategy, legal, innovation, culture, and managing trustees, staff, and beneficiaries can be overwhelming. Which is why we are launching our Founders forums in which you can look forward to:

- **Connect:** Network with fellow founders, share challenges, and celebrate successes.
- **Share:** Learn from peers and gain insights into fundraising, operations, and program development.
- **Inspire:** Join a supportive community that drives positive change.
- **Teach:** Help us understand how we can support you and other founders to create impactful change.

- **14 May 2025 - Manchester**
- **12 November 2025 – London**



To register your interest please email fundraising@benefactgroup.com with the subject 'Founders Forum'

4. For Impact: The Charity Podcast

Episode 4: The funding freeze: What's going on?

The funding environment is in dire straits. With chronic underfunding for years, the sector is turning to the grants and trusts world only to be faced with record numbers of grant funders pausing, closing early or even spending out. What's going on, why is this happening and how are we going to survive it?

Available on your favourite podcast platform or on our charity support hub – just scan the QR code.

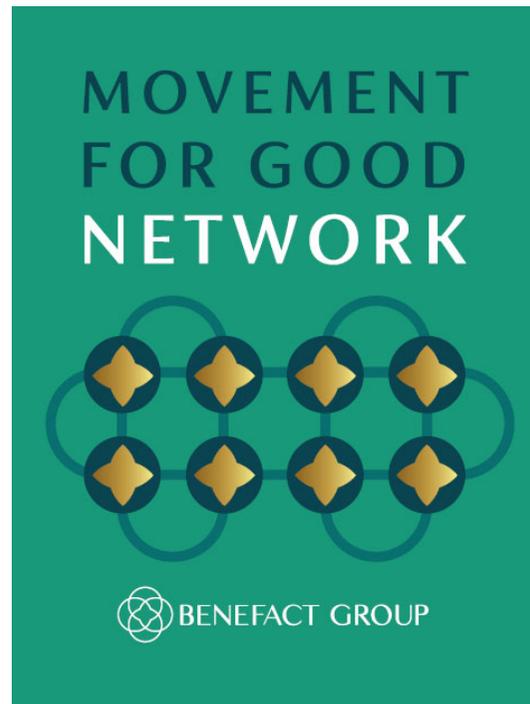
Episode 5: Why Good Charity Endings Matter (and How to Have One) – coming soon

The emotions that are tied up in charities, the expectations of service users and donors, the weight of responsibility that lies on the shoulders of leaders and the board means charity endings – whether that be major projects, redundancies, restructures, mergers or even full closure – can be hard. In this episode we talk to 3 guests to help us understand why endings are so hard, and how to have a good one.



5. Join our Movement for Good network

“The Movement for Good Network brings together a group of special charities to learn, share feedback and gain access to extra opportunities and support. We want to get to know your fantastic organisations better and do more to support you!”



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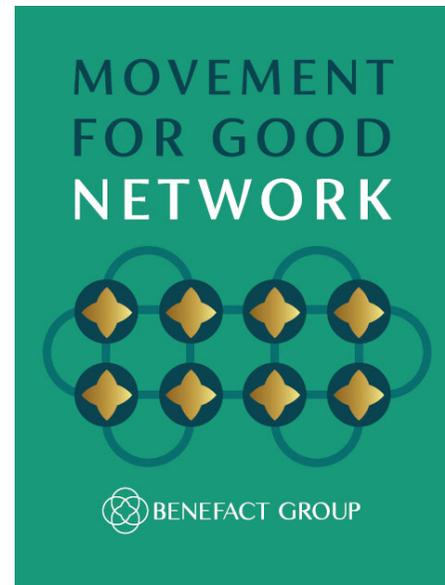
07967 027 304



www.whyphilanthropymatters.com

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Thank you for listening





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dsc
directory of social change

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