AI for Socially-Responsible Impact:
Use Cases for Australian Not-for-Profits

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11 December 2024

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Acknowledgement of Country

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AI for Socially-Responsible Impact:
Use Cases for Australian Not-for-Profits

Contents include:

- Where to start when implementing AI in your NFP or SE

- Existing uses of AI in NFPs across different social impact sectors and how they could apply to you

- How to use AI and generative AI to enhance NFP and SE productivity and outreach, and to work towards your mission
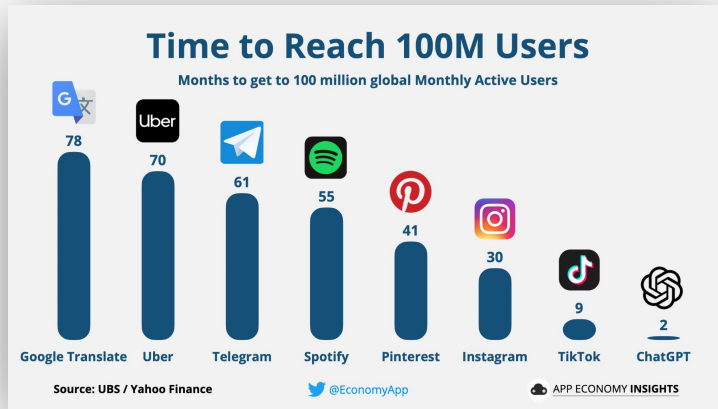
Part of a broader initiative

Responsible AI capability uplift for Australian NFPs and social enterprises

- **Responsible AI education and training** (**introductory** and specialised)
- Helping NFPs and social enterprises develop and use AI responsibly - e.g.*:
  - Assistance with AI strategy and roadmapping
  - Advisory on safe and responsible development and deployment of AI systems
  - AI system assessments
  - AI innovation workshops
  - *conditions apply and subject to availability

Offerings are **free** to qualifying Australian NFPs and social enterprises.

Gradient's work on this is supported by a grant from Google.org, Google's charitable arm.
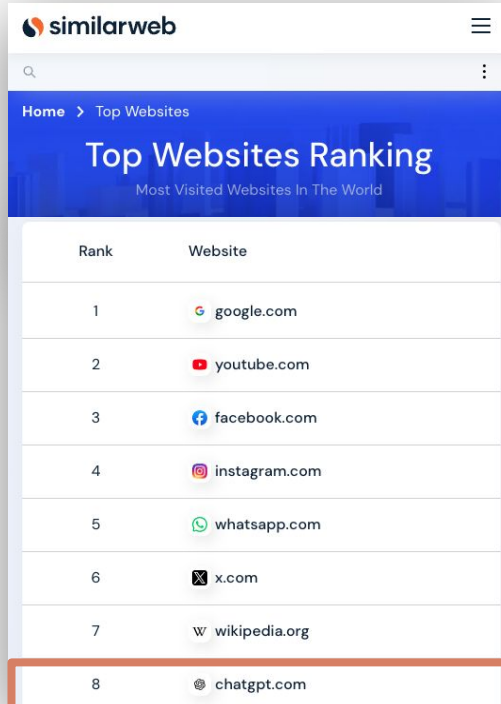
Generative AI trends

Time to Reach 100M Users

Months to get to 100 million global Monthly Active Users

Google Translate	Uber	Telegram	Spotify	Pinterest	Instagram	TikTok	ChatGPT
78	70	61	55	41	30	9	2

Source: UBS / Yahoo Finance   @EconomyApp   APP ECONOMY INSIGHTS

Big Tech's AI splurge

The U.S. took the lead globally in terms of overall regional generative AI investment raised.

Out of the $56 billion total siphoned into genAI firms globally over 2023-24, roughly 80% of the cash went to U.S.-based firms, Accel said, also noting that Amazon ⊞, Microsoft ⊞, Google ⊞ and Meta ⊞ are each investing an eye-watering average $30 billion to $60 billion in AI per year.

Source: CNBC

similarweb

Home > Top Websites

Top Websites Ranking
Most Visited Websites In The World

Rank	Website
1	google.com
2	youtube.com
3	facebook.com
4	instagram.com
5	whatsapp.com
6	x.com
7	wikipedia.org
8	chatgpt.com

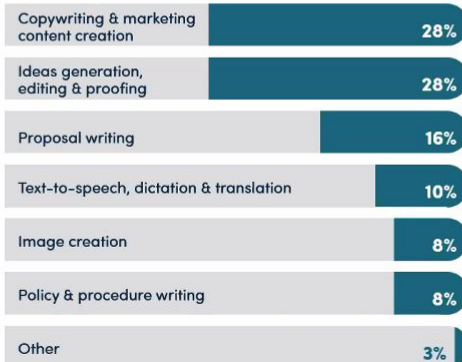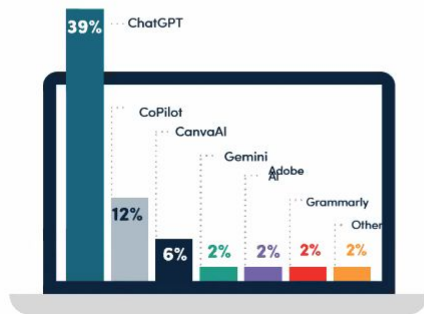**(As of 1 December 2024)**

Aus NFPs are interested in AI!

Infoxchange: 2024 Digital Technology in the NFP Sector Report

ARTIFICIAL INTELLIGENCE

In 2024, 76% of organisations use generative or conversational AI tools, a 52% increase over the previous year.

Generative AI platforms respondents would recommend to other NFPs

ChatGPT — 39%
CoPilot — 12%
CanvaAI — 6%
Gemini — 2%
Adobe AI — 2%
Grammarly — 2%
Other — 2%

Of those using generative AI, how do they benefit from its functionality

Benefit	%
Copywriting & marketing content creation	28%
Ideas generation, editing & proofing	28%
Proposal writing	16%
Text-to-speech, dictation & translation	10%
Image creation	8%
Policy & procedure writing	8%
Other	3%

Only 12% of NFPs have a guideline, framework or policy to manage usage

Infoxchange

Source: Infoxchange webinar 28 Nov 2024. Full report available: https://www.infoxchange.org/au/digital-technology-not-for-profit-sector

Aus NFPs are interested in AI!

Not-for-profits getting smart about artificial intelligence: ICDA survey

Posted on 07 Feb 2024
By Matthew Schulz, journalist, Institute of Community Directors Australia

Nearly all not-for-profits are using artificial intelligence, yet just a handful have adopted AI governance principles to match.

Not-for-profit leaders believe there's potential to make greater use of AI in their organisations to make data-driven decisions (21%), write better grant applications (20%), analyse data more effectively (15%), and improve customer engagement (9%).

Source: ICDA

Australian Government | Australian Charities and Not-for-profits Commission

FOR CHARITIES ▾   FOR THE PUBLIC ▾   SEARCH FOR A CHARITY ▾   RAISE

Home » Guidance and tools » Guides » Charities and artificial intelligence

CHARITIES AND ARTIFICIAL INTELLIGENCE

Examples of charities using AI

- A legal services charity strengthened the support it delivered by developing a natural language AI tool which helps identify people's legal issues and then connect them to the most appropriate support.
- A charity with a high reliance on donor funding used AI to improve the efficiency of their fundraising appeals to segment and more accurately target donors. The initiatives significantly reduced campaign costs while increasing the revenue raised in appeals.
- A charity created an education dashboard system that, through the use of AI and data, aimed to address educational inequality by pushing real-time information to front-line staff.

Source: ACNC

Gradient Institute

We are an independent, not-for-profit research institute

We work to bring safety, accountability, transparency and ethics into AI

We work on

- **research** into developing and using AI safely and responsibly

- **practice** through education, audits and advice for businesses, government and NFPs

- **policy** development and advice to government

Founded in 2019 by: and enabled with help from:
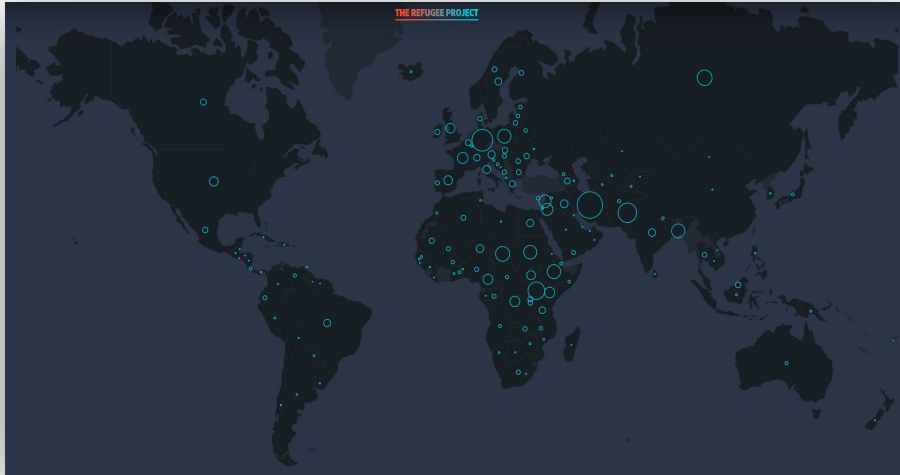
Your instructors

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Gradient Institute

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Gradient Institute

AI for NFP social impact

Case Study: The problem

Source: The Refugee Project

27,320,316
refugees in 145 countries
from 153 origin countries

Imagine you're a refugee who has just arrived in a new country, seeking safety and a fresh start, but you're not able to communicate your most basic needs.

This is the reality for countless refugees worldwide, particularly those who speak less common languages like Tigrinya or Rohingya.

Case Study: The problem

Existing translation technologies often perform poorly with less-serviced languages because they lack sufficient training data

The 'Global South'

As defined by the Organization for Women in Science for the Developing World, a unit of UNESCO
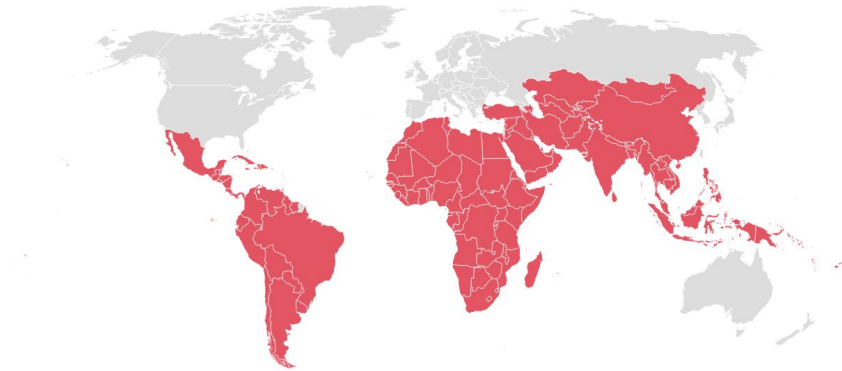
Created with Datawrapper

Source: World Economic Forum

Shortage of interpreters for many languages common in the Global South

'Significant problem': Why a lack of interpreters is putting health of migrants at risk

The health of migrants and refugees living in Australia's rural and regional areas could be suffering due to a lack of interpreters for medical and mental health appointments.

File image of a Vietnamese translator at a consultation in Boston. Source: Getty Images

Source: SBS news

Case Study: Tarjimly
Breaking Language Barriers in Refugee Support

tarjimly

"We believe it's a **human right** to be

heard and understood, that's why we created the

world's most **accessible interpretation service**."

Source: Tarjimly website

Case Study: Tarjimly
Impact

As of 5 December 2024:

606,488 🌍👥
Beneficiaries (refugees, asylees, immigrants) helped by Tarjimly

$3,492,860 💵
Total Value of Free Services Provided

63,596 🗣️
Total Volunteer Translators

Source: Tarjimly website

Case Study: Tarjimly FirstPass
How it works*

User

FirstPass translates

Human interpreter corrects

correction added to LLM dataset

FirstPass training

Human interpreter translates

recording added to LLM dataset
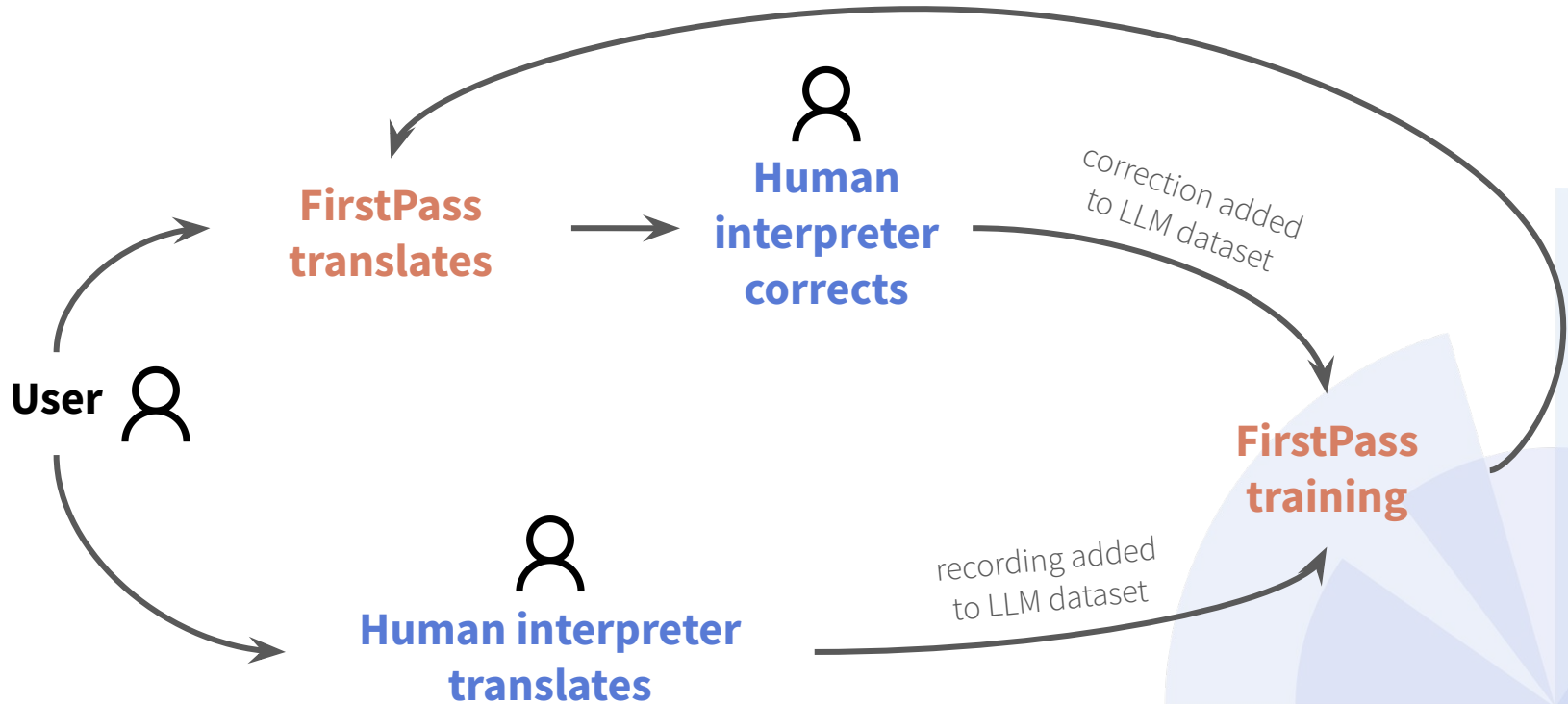
*our best guess based on public information

Case Study: Tarjimly
The human element

"You have to have that touch of **human emotions** to it"

- Roza Tesfazion
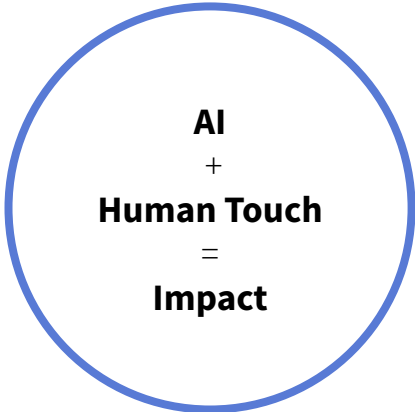
Source: AP News

Through this human+AI model, refugees receive validated translations, but can also communicate with real people who likely understand what they've been through.

Case Study: Key Takeaways

**AI
+
Human Touch
=
Impact**

Technology
for
Social Good

Leadership
from
Experience

Similar case study

INTERNATIONAL
RESCUE
COMMITTEE

signpost

AI that answers in different languages for people in dangerous situations

aprendia®

LLM-driven educational chatbot for crisis communities

Other examples of AI for social impact

From our own research, and informed by a series of articles from the Stanford Social Innovation Review:

- Health & Wellbeing

- Quality Education

- Climate Action

Examples: Health & Wellbeing

Jacaranda launches a Google.org Fellowship aimed at advancing AI-driven support in low-resourced settings

Source: Jacaranda Health
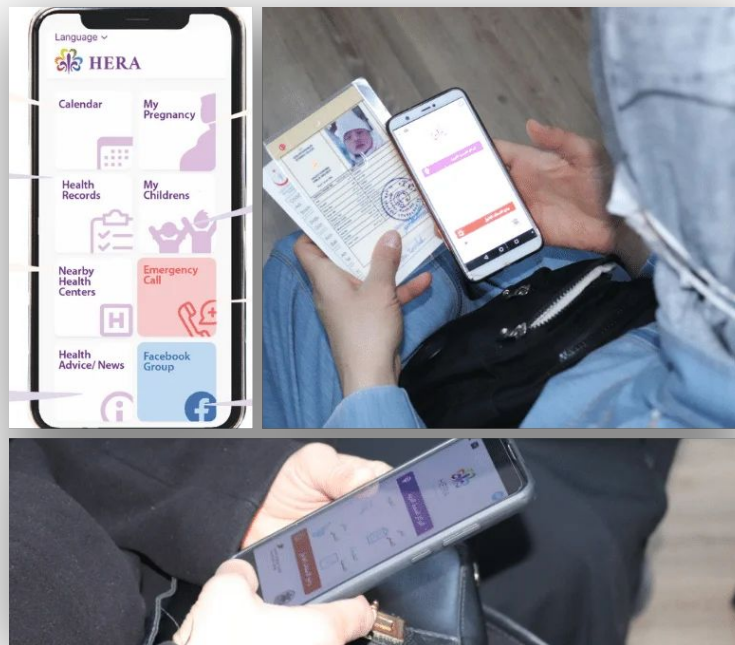
Source: Hera Digital health

Examples: Quality Education

Rocket Learning secures Google.org support to launch AI Tutor for early childhood education in India

ROCKET LEARNING

learning equality

Cutting-Edge AI for Education at the Edge

Jamie Alexandre · Follow
Published in Learning Equality · 6 min read · May 15, 2024

Kolibri learner at school in Palabek Refugee Settlement, Uganda

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Examples: Climate Action

Source: Digital Green

Source: Earth Species Project

AI for NFP productivity

Case Study: Kids Cancer Project
Innovation in Charitable Giving

2024 ● **86%** survival rate

1986 ● **50%** survival rate
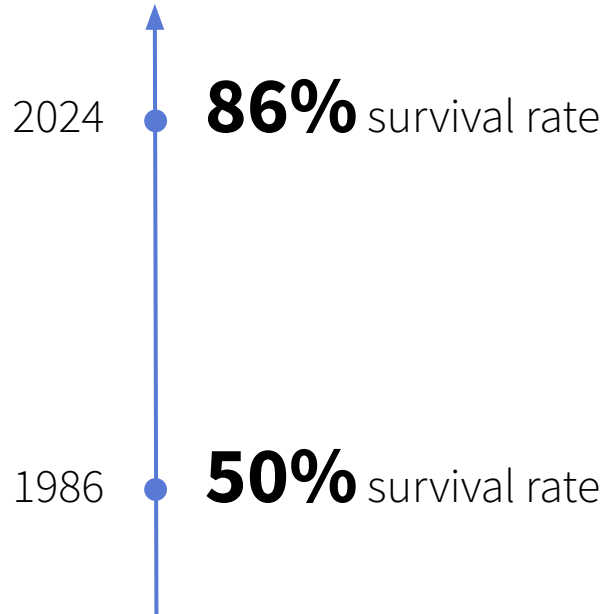
Source: The Kids Cancer Project
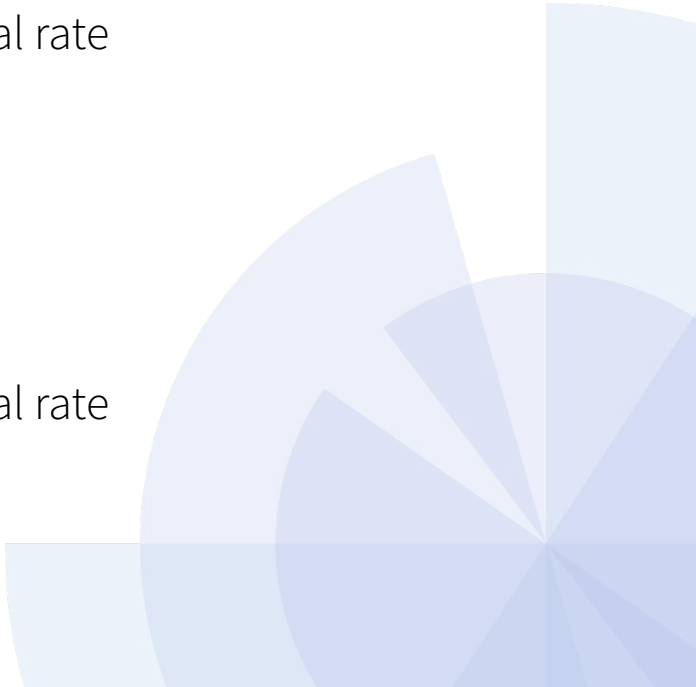
Case Study: The Challenge

Contact More → Hope for Best   Smart Analysis → **Targeted** Outreach

2018: SAS Partnership Begins

Source: The Australian

Case Study: AI-Powered Solutions
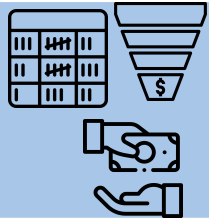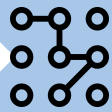
Data Analysis → Pattern Recognition → Targeted Engagement

Case Study: Impact & Results

$1.2M → **$2.2M** **(83% increase)**

30% donor network growth

15% increase in research funding

Source: The Australian

Case Study: The Road Ahead
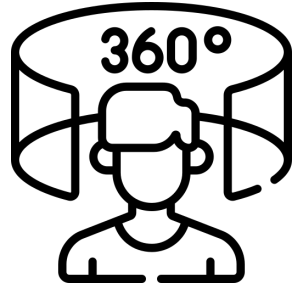
360° donor understanding

Digital engagement
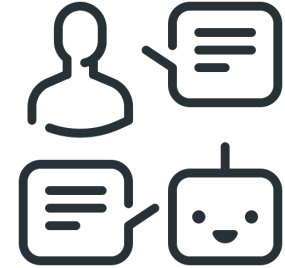
Automated communications

1,000+ children helped annually ▶ **"Towards a future free from childhood cancer"**

Similar example: UNICEF Australia

Mailing **15,000 fewer** people

+26% appeal net revenue

+35% campaign ROI

Saved $30k in direct mail costs

Source: Dataro

Other examples of AI for NFP productivity

➜ Content creation

➜ Personalise communication

➜ Data analysis to inform decisions

➜ Event planning with AI tools

➜ Real-time translation

➜ Routine tasks

Where to start?

Questions to ask yourselves

- **Are your staff ready to use AI?** (capability and skills)

- **What are your business priorities? What is highest for you?**

  - Internal (productivity)

  - External (social impact)

- **Are you thinking of building, buying, adopting, outsourcing?**

  - Do you have the **funds** to purchase?

  - Do you have the **staff capabilities** to build, and responsibly?

Priority Areas to Get Started

		Build	Deploy	Benefits
1	**KNOWLEDGE** Train teams to challenge AI, not worship it	✓	✓	• Upskill staff • Decide your AI strategy • Problem-solving with AI • AI risks and controls
2	**ORGANISATION** Test new processes in small, controlled experiments	✓	✓	• Rewire company architecture • Work mobility • Transform jobs & roles • Calibrate speed of execution
3	**DATA** Find your most critical data sets and ruthlessly review quality and volume	✓	✓	• Take stock of your data • Improve quality & curation • Increase data sources • Sanitise data
4	**RISK** Build a system to challenge AI decisions	✓	✓	• Design autonomy vs. control • Explicability & accountability • AI security • Tradeoffs in decision boundaries
5	**ETHICS & REGULATIONS** Check which standards already cover AI risks	✓	✓	• Up to date with AI reg • Audit AI systems • Traceable decisions • Universal ethical frameworks

Resources: KNOWLEDGE
Train teams to challenge AI, not worship it

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BUILD

→ DeepLearning.ai
→ datacamp
→ Neural Networks: Zero to Hero
→ Udemy
→ Jay Alammar

USE/DEPLOY

→ Claude / ChatGPT prompts to learn anything
→ DeepLearning.ai
    YouTube channel
→ Udemy
→ No Priors
→ Gradient Institute

Resources: ORGANISATION
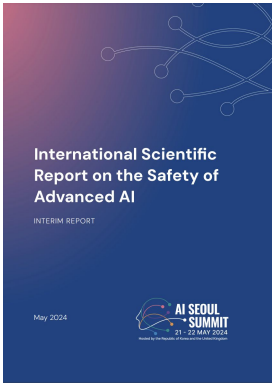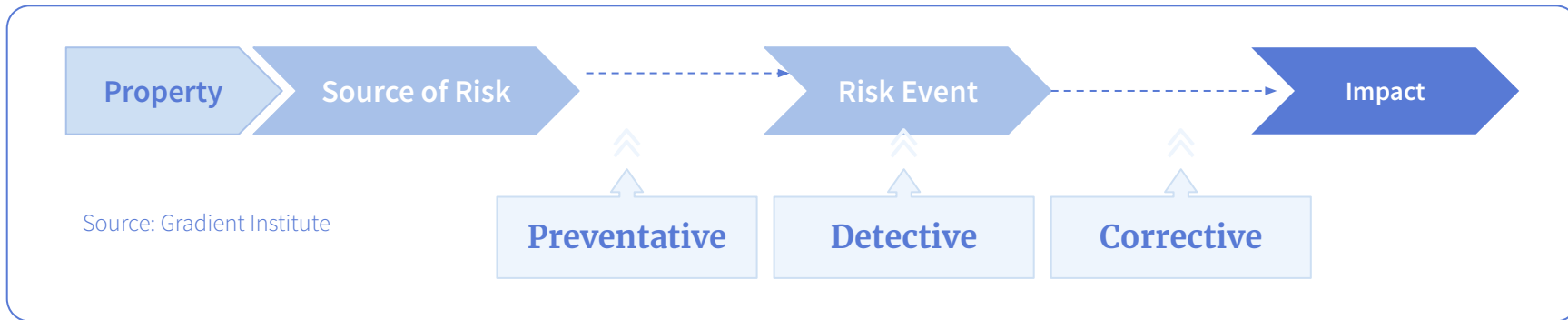## Test new processes in small, controlled experiments

TOOLING

→ Adept - Agents

→ Cohere - AI tooling for enterprise

→ Invisible Technologies - AI Ops

→ Braintrust - AI tooling

→ Writer - AI apps and workflows

→ Elicit - Scientific research

→ Contextual - Production grade RAG

→ Coactive - Metadata / Synthetic data

→ Notion - AI powered intranet, comms, shared docs, ops, management, …

→ Canva - Need explaining? 😆

INSPIRATION

→ AWS

→ Learn prompting

→ Maven (expensive…)

Resources: RISK

Property → Source of Risk ⇢ Risk Event ⇢ Impact

Source: Gradient Institute

Preventative | Detective | Corrective

[AI Safety Institutes Summit](#)

International Scientific Report on the Safety of Advanced AI

INTERIM REPORT

May 2024

AI SEOUL SUMMIT
21 – 22 MAY 2024

Resources: STANDARDS & GUIDELINES

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Actionable steps and guidance are needed to implement AI ethics principles effectively.

From principles to practices

AI Safety Standard

ISO - Artificial Intelligence

Self-reflection and discussion

What's next?

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Watch this space for **new webinars**!

Reach out to us for **free & customised Socially-Responsible AI advisory services**!

Reach out to us at:
info@gradientinstitute.org

A quick survey before we head to the final bit!

"We do not learn from experience.
We learn from reflecting on
experience."

–John Dewey

bit.ly/feedback-use-cases-for-NFPs

Thank you.

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