



CHARITY INSIGHTS CANADA PROJECT |  
PROJET CANADA PERSPECTIVES DES ORGANISMES DE BIENFAISANCE

## Weekly Report | Rapport Hebdomadaire

### #42: Artificial Intelligence (AI) | Intelligence artificielle (IA)

Tracker week - please note that the following questions were asked previously on March 22, 2023. They have been re-asked this week to gauge whether respondents feel differently about any of the identified areas.

*Semaine de suivi - veuillez noter que les questions suivantes ont déjà été posées le 22 mars 2023. Elles ont été re-posées cette semaine afin d'évaluer si les répondants ont un avis différent sur l'un ou l'autre des domaines identifiés.*

**Results of survey distributed on October 18, 2023.**

**Résultats de l'enquête distribuée le 18 octobre 2023.**

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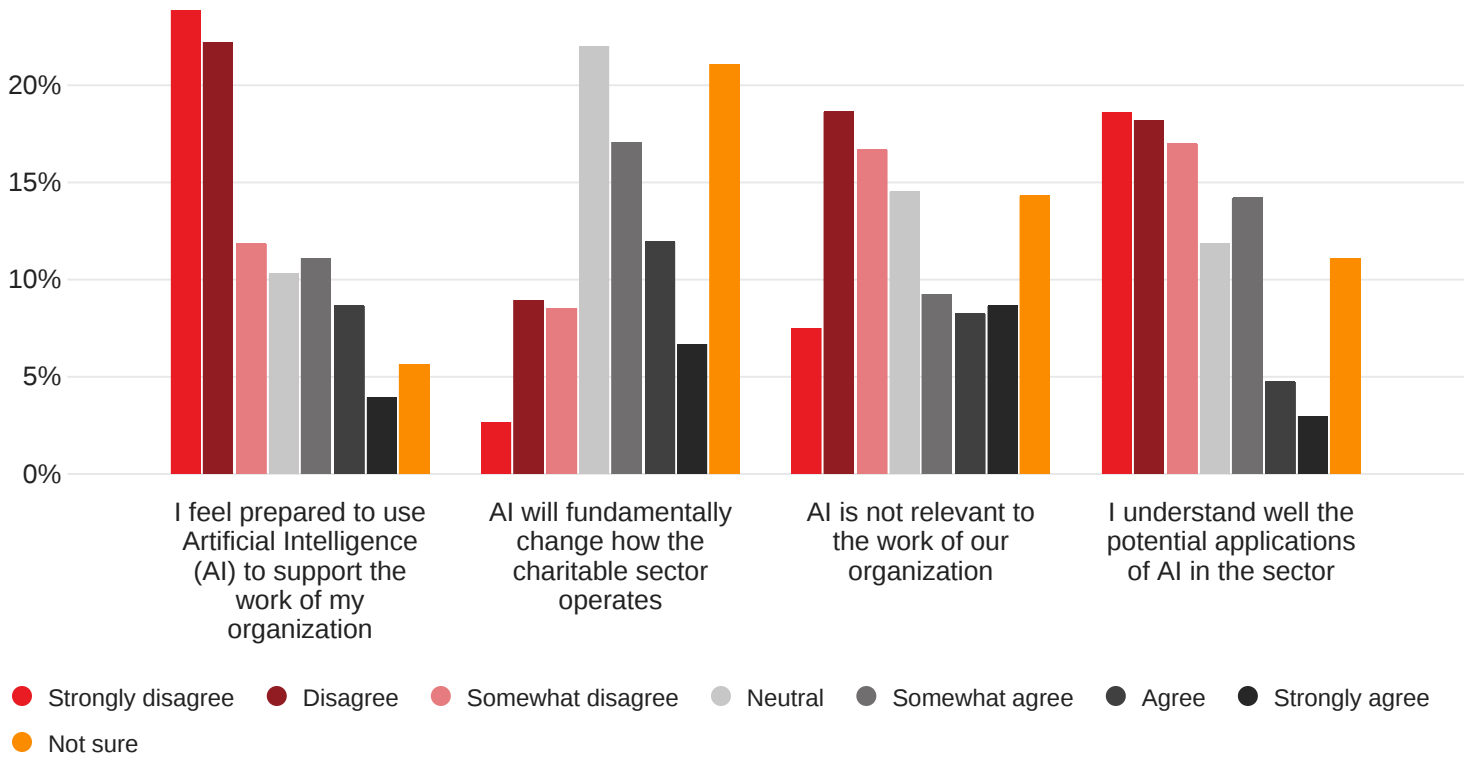
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Response rate: 63% | Taux de réponse: 63%

**Q1 - Please rate the following statements on a scale from "Strongly disagree" to "Strongly agree." | Veuillez évaluer les affirmations suivantes sur une échelle de "Pas du tout d'accord" à "Tout à fait d'accord".**

Confidence level: 95%, Margin of error: 4%  
Niveau de confiance : 95%, Marge d'erreur : 4%

532 Responses



Field	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree	Not sure
I feel prepared to use Artificial Intelligence (AI) to support the work of my organization	24%	22%	12%	10%	11%	9%	4%	6%
AI will fundamentally change how the charitable sector operates	3%	9%	9%	22%	17%	12%	7%	21%
AI is not relevant to the work of our organization	7%	19%	17%	15%	9%	8%	9%	14%
I understand well the potential applications of AI in the sector	19%	18%	17%	12%	14%	5%	3%	11%

**Q2 - In your opinion, what are the potential advantages and disadvantages of using Artificial Intelligence (AI) in the charitable sector? Please rate the following statements on a scale from "Strongly disagree", to "Strongly agree." | Selon vous, quels sont les avantages et les inconvénients potentiels de l'utilisation de l'intelligence artificielle (IA) dans le secteur caritatif ? Veuillez évaluer les affirmations suivantes sur une échelle de "Pas du tout d'accord" à "Tout à fait d'accord."**

Confidence level: 95%, Margin of error: 4%  
Niveau de confiance : 95%, Marge d'erreur : 4%

532 Responses

Field	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree	Not Sure
AI could help charitable organizations to target more efficiently and effectively their programs and services.	2%	6%	7%	14%	23%	19%	6%	22%
AI can reduce the need for human intervention and decision-making in the charitable sector.	20%	19%	16%	11%	11%	5%	2%	13%
AI can help charitable organizations analyze and interpret large amounts of data more quickly and accurately.	1%	2%	1%	9%	22%	33%	21%	11%
AI can help organizations in creating content for their social media posts, websites, email drafting, and more.	2%	2%	5%	8%	22%	30%	16%	13%
AI could contribute to the perpetuation of bias and discrimination in the charitable sector.	1%	4%	4%	21%	12%	18%	14%	24%
AI could result in the loss of personal connections between charitable organizations and the communities they serve.	1%	3%	4%	10%	18%	24%	27%	10%
AI could lead to job losses or displacement of workers in the charitable sector	2%	8%	8%	12%	19%	18%	17%	16%
AI could be too complex or difficult to use for smaller or less technologically advanced charitable organizations	1%	3%	6%	8%	20%	24%	26%	11%
AI could pose a risk to data privacy or security for charitable organizations and their clients	1%	2%	4%	11%	14%	25%	22%	19%
AI could be expensive for charitable organizations to implement	1%	3%	6%	12%	12%	21%	22%	21%



info seminars, training, demos

professional development and government programs to assist in a transition

Financial support for all expenses including staff, Council members' and volunteers' time to explore AI's potential.

a symposium or seminar with question and answer and exchange of ideas.

no need right now

Training on how to use ChatGPT effectively, for example.

Administrative work, if can be streamlined, some governance. To be honest I don't even what's possible yet. Trying to attend as many webinars as possible to learn our possibilities.

Learning opportunities how to use AI effectively

Webinars and step by step guides on AI usage

Not entirely sure we want to go there as a sector or as a community. For the areas we may consider using it we would need some grants, and information sessions.

operational funding for a FTE to focus on all the IT/compliance/security/advancements/implementation

As AI becomes more prevalent it will depend on software designers making software that Charitable organizations can use. Most charities will not be able to afford an IT department that can develop and implement AI driven software.

training, staffing (for those who understand AI), risk support (IT), funding to make it all happen

Demonstrations of innovative ways to use, tutorials on how large language models function,

Learning workshops

training & AI specific to non profit use

More training about understanding AI

Formation général concernant toutes les sphères de ce domaine.

Training, courses, experimenting different with different applications, analyzing other organizations' experiences

Pour l'instant, je dirais qu'il est difficile de dire quels seraient les avantages d'utiliser l'IA dans notre organisation. La majeure partie de notre clientèle est âgée et peine à utiliser la technologie de tous les jours. Peut être au niveau des informations et des renseignements que nous pouvons transmettre aux gens mais ça ne fait pas partie de nos plans prochainement.

Examples of effective prompts for specific applications or a list of charity specific applications.

training, webinars

time and money

I am not knowledgeable enough to know how AI will influence the community sector. In intervention i feel that it will be less utilized as human interaction is helpful.

More time and a staff who was curious

Free training for smaller charities. Free tools for the non profit sector

A good introductory webinar would be helpful.

Conferences with application providers, seminars

training, but the systems / software itself needs to be strictly regulated and controlled, it is too big for an individual or charity to deal with

Comment aller plus loin que l'utilisation de ChatGPT 4.0 (via Microsoft Edge) ?

Training with examples

Je ne sais pas

D'un didactiel sur le sujet.

webinars

Élevé

Traing, I suppose. But we're not going this way. Just because something works or is possible doesn't make it good.

Legally responsible company that develops the AI for any and all financial and reputation damage AI may cause organizations.  
workshops

I would require a demonstration of AI's potential

applications usages, training for implementation and staff adaptation

Will follow public discussions. Concerned about de-personalizing communications and the prospect of donors being deluged with large volumes of AI-compiled info.

Nous aurions besoin de temps, ce que nous n'avons pas car nous avons trop peu d'effectifs par manque de moyens et en raison de la pénurie de main-d'oeuvre. L'un ne va pas sans l'autre car nous ne sommes pas compétitif au niveau des conditions de travail et de salaire que nous offrons.

Assessments, systems, training, pilots, examples

Training and funding

I think it is too complex currently as it is just becoming a "thing". Perhaps in next 5 years it's use (positive and negative) may become more understandable. Definitely feel it will destroy (or not be applicable to) a non-profit's place and image in community.

Sector specific education, understanding where to access ai and the security implications, understanding of whether funders and recipients are impacted negatively by the use of ai by charities

Government Designated funded position

Formation, comprendre les bénéfiques et le potentiel de IA. (Peu de connaissances de l'ensemble des employé.e.s, pas d'équipe informatique à nos bureaux)

Training sessions

I don't know

education, financial support, ongoing support with technology

Information in plain language

information sessions with examples of how AI technologies are being utilized in the sector

Why are you pushing AI - it's fundamental problems are too great for it to be used for anything.

An introduction to AI technologies that could be useful for our organization, and raining for staff on how to utilize those technologies..

on line learning webinars training sessions

Not sure

Maybe couldBe used for fundraising or for posting information about animals in our shelter

I really don't know anything about how to implement AI

Formation à l'utilisation

Conférence, formation et informations ++. C'est un sujet non maîtriser dans notre organisation.

A better understanding of the technology and where it can specifically be applied in our case. I'm not interested in broad generalizations

An online webinar outlining the benefits and the dangers of using AI could be beneficial.

resources - money, expertise, people, time

Don't know

department specific workshops - organized through PACT

A lot of training.

not needed

More articles about them. I personally haven't seen much at all. Only by word of mouth.

Overview paper/info?

Probably a few webinars would work. We don't have a lot of extra time for more in-depth learning or additional staff.

understanding it and expanding the size our research/data analytics team

A comprehensive guide on how to explain what AI actually is to people who may not be tech savvy I have been following it a bit myself, but there is much fearmongering or misinterpretation of the science in the media

More information about various AI applications.

Education and knowledge and equipment

We support artists' fundamental rights to their intellectual property and AI is considered plagiarism software. We are against it based on the learning content that has been appropriated from writers and artists without their consent. AI is not a tool we are considering using for these reasons.

training, examples of usage

Well designed courses across many potential uses of AI. As employee capacity is usually a defining constraint, being able to choose where to implement AI in an efficient manner is extremely important. Additionally, being able to justify time allotment to a board of directors through prepared documentation and data will pave the way for broader uptake and a unified vision.

Formation, soutien en présentiel,

An in-house expert

Education

training

Training in both the use and the risks; deepening understanding of what AI means - it's an umbrella term that has broad application

At this time I just don't know the implications to the charitable sector well enough

Formation sur le sujet

Access to relevant AI tools and the ability to utilize them efficiently.

workshops and webinars

webinars on AI's capabilities to support our workflow, data analysis, and marketing

How could AI assist nonprofits with reporting, simplifying bureaucracy and improving complicated and time consuming tasks like payroll and data collection and tracking? Are there AI applications that could be shared across the sector in order to make it affordable?

Given that the strength of public interaction with our museums depends on personal contact, I cannot think of AI improving on live interaction.

Workshops/Education around how to use AI technologies; clarification around the legal limits of AI use in media communications and decision making; best practices guides when using AI technologies; policies on the implementation and surveillance of AI technology

We haven't spent any time discussing this or learning about AI or it's potential in our work. So, a beginners crash course would be a valuable starting tool for us.

We already use AI minimally (DeepL or Google Translate, for example), so we know it can be helpful. We are far more concerned about the lack of consent and compensation that our members will experience when/if their intellectual property is infringed by AI.

Policy and Laws pertaining to its use and function. We've built an AI policy in recent months but it's harder and harder to know where AI is being used within the digital platforms we use, like Canva or social media.

I need more information and examples where ai could be used in our operations

Access to the highest version of AI without charge for Non for Profit organization

training and ongoing support to understand the uses, benefits and capabilities of AI. Training by a real person, not a chatbot that can only answer specific questions. Many companies use AI chatbots for customer support, which can be very frustrating and not helpful when issues arise that require a person to assist with issues.

Personnel spécialisé

an organized effort with a governing body to ensure that it doesn't compromise our work. funding, training for those using it and someone to ensure that updates to the system occur

Resources to specifically discover, research, and invest pilot opportunities.

No idea - very unfamiliar with this area and haven't had time to educate myself.

Training for all staff, management, and board of directors. Grants to organizations for adopting technologies

Training on how to use it and integrate it

webinars on how to use it efficiently

Looking at ways it can be safely used for our small organization which strongly focuses on people and connections

Training on capabilities, security and other issues.

Information and workshops

More information, case studies, etc.

Workshops and courses

Unsure

Lots of training!

webinars

we have people well versed in AI

A thorough explanation of how AI works and the way it can be used

I have found peer to peer sharing or podcasts most effective to date. There's a lot of potential- I don't know enough yet about the implications.

??

who knows.

Explanation and in service of what AI could do and the limitations

We would need clear instruction on how it can help a very small charity with 10 paid staff. If it could help without compromising our relationship with our clients, it would have to be fully funded including staff training re use, before we could consider it.

Workshops showing what AI can do for my organization

Subscription and software costs

Il faut commencer par connaître l'IA à fond et être au courant des enjeux possibles.

Workshops, seminars, show and tells of how AI would work

Funding for the organization

I am sufficiently ignorant on how to use AI and about its implications in the work environment. Any help would be appreciated starting from the ground up!

J'ai besoin d'énormément d'informations supplémentaires avant d'être en mesure de me prononcer sur la place de l'IA dans mon organisme dans un sens ou dans l'autre. Autant pour ses bénéfices que pour ses risques que pour son fonctionnement et ses opportunités. Ensuite, de la formation et du soutien technique serait nécessaire advenant le cas où nous choisirions de l'intégrer.

training

The time to dig a bit deeper into its uses for the charitable sector.

i don't really know

Mentorat,

Round table discussions within the sector have been helpful

Training



There would need to be some organized education/training for this - geared to the charities sector. I think it's unrealistic to expect organizations to figure it out individually. Not sure who would provide this training, though.

Information in all the areas mentioned in the survey

Je ne m'y connais pas du tout. Je ne saurais pas par où commencer.

funding and courses for all staff

A lot more education and training.

more indepth info as it relates to the field of fundraisng / risks to charitable sector - as I think those are 2 different things.

less promotional discussion and more critical reflection on its application.

not super interested in this - more interested in continuing to build community

time or funding for a staff member to devote the time needed to learn

Nous ne sommes pas prêts pour le moment à intégrer de l'IA dans notre organisation basé sur l'humanité

Small org, don't really have big data. Need to understand possible applications and need skill training starting at a very basic level

Webinars and in person workshops

With a new tool I think it will just come down to seeing other people try things and see what actually works. Best practices.

Helping people understand the difference between true Artificial Intelligence vs other Augmentation tools such as Machine Learning, Natural Language Processing, and Algorithms. People assume tools such as ChatGPT are "intelligent" when in fact they are mathematical algorithms that give answers based on the best prediction of their formula. A nuanced difference with huge outcome differences leading the different levels of human critical thinking.

No idea.

Availability of AI "Techs" to join the charitable sector as advisors.

Need to know exactly what it is, how to use it, and what dangers it could present.

Updates on new technology advances.

Not a clue!

More education, access to trial/test sites, testimonies from user of AI

I know enough about AI to know that I would use it only for certain things like analysis and statistics,

AI is not feasible in the child care sector

More information and examples of success and struggles

seminars, workshops, one on one explanations in our office

We have no knowledge of AI technologies so would have to start from the begining

Not sure

We have tried several times to set up an account with ChatGPT, however they say our staff's cell phone numbers are not valid.

Ressource humaine attirée à la mise en place de cette technologie

De la formation et des outils mis à disposition gratuitement

I am not sure. We just don't know where to begin with this topic.

I would need lots more information! I know very little about AI

Webinars and information sessions to explain how AI could help our organization. Then financial support to set up the AI technologies

Education with examples specific to the not-for-profit and charitable sectors.

De la documentation explicative ou une présentation sommaire sur IA et les possibilités.

Educational support

courses on what's available and how it can be applied to current or new exhibits. better audience targeting for social media and press releases.

Free educational opportunities to learn more about AI and how it works so the sector can make informed decisions about potential applications

Nous avons besoin des formations avec des experts capables de vulgariser le sujet. Nos sources d'information sur le sujet sont limitées et notre compréhension l'est aussi.

Training on what AI is and how nonprofits can use it. Limited knowledge of it.

Training and more training

In servicing and knowledgeable leaders

I need a greater understanding of AI through training or information sessions

training for sure

none. just time to tread more about it

discussion and training as a start

Don't know enough about AI to answer this question properly

Funds to engage consultants/advisors

Some type of workshop/webinar

Anything real and unbiased

List of resources to research.

The charitable sector is extremely varied, so an explanation of how AI could help our particular type of nonprofit would help us see its possibilities

Nous ne connaissons pas du tout ce système

Training on AI

Training

training on the applications. Peer-to-peer learning on AI

Knowledge and training and funding

Learning opportunities; educational opportunities on how they could work for our organization; all of which comes with a financial cost we don't have the money for unfortunately.

education, training, understanding and implementation of better data security

Masterclass

N/A

Education about AI

Formation, soutien financier

learning opportunities

D'une présentation, d'une formation.

the time to participate in knowledgeable AI webinars and workshops

Workshops, PD

Formation et acquisition de connaissances pour commencer...

subventions et formations

No idea how this AI works - would need basics

A 36 hour day! Funding for a tech consultant for training and implementation. Although we are noticing more and more small tweaks being used, such as Chat GPT for writing and social media

It would probably require a paid consultant to fully explain and implement AI

Présentation des produits

Our organization is childcare, you cannot have AI does not have a large part to support this sector, and such, it may be too heavy of a cost to only support social media platforms.

Learning on how the AI technologies can help analyze data

not sure

Financial, time fir staff already overworked, training

Webinaire sur le sujet

Sample policy, procedure and ethical usage guidelines.

Education and training

Liability knowledge

AI would not be of any great benefit to our organization as we do not collect detailed visitor data.

Information - we know little about AI and how it would impact our organization.

As a research and advocacy organizations,we have seen the harm done and the failure of quantitative data influencing policies, support and care over decades. Qualitative data, storytelling and human connection that are embedded in deep meaningfulness are the only thing to save the planet, our societies and communities, not more of out of our control quantification easy to manipulate and take the social contract in a very wrong direction. It is another money making fad for the powerful industries that created this state of extremely exploitative capitalism. Stop being a tool for promotion and imposing of AI in human services.

Avoir une séance d'information sur les connaissance technologiques de l'IA.

N/A. Beyond DeepL, which we use for translation, we have no intention of using AI at this time. I wouldn't know where to begin with AI.

I do believe a session on this matter would be appreciated

Time to learn, then time to implement any changes. That is a luxury we do not have as most of our staff are already doing multiple jobs for the price of one.

Biais et déploiement d'utilisation possibles

Our organization would need free simple instruction/education for our members. The average age of our members is 82 years, some of whom do not use computers.

Formation

En communication, puisque tant bien que mal, tous les employés de l'organisme s'en chargent présentement.

Understanding of the technology, what it can do for us and what is available at a reasonable acquisition and deployment price

Best practices webinars where experts explain which apps they're using and how

Training is essential

Will Revolutionize grant writing, and should change how funders work with non profits. Would be great to use do donor segmentation etc

Webinars, especially on which AI to use and Prompt engineering.

Analysis of risks and moral implications of moving in the direction of using AI.

We are unaware of the tools that might be available and how they could be used, especially to mine data and link it to publicly available information.