

# CAST

Getting started with AI

Joyce Borgs, Head of Digital  
Transformation and Learning



# 4,000+

Social impact organisations  
supported in the past 12 months

**We're a charity helping  
organisations use digital for  
social good.**

CAST works to ensure civil society has greater **voice, presence and influence** in the technologies that affect us all.

# What we'll cover today



AI is already everywhere - the big picture



Where charities are



AI in action - examples and demos



How to experiment confidently and responsibly



Free resources to help you take the next steps

# Quick Pulse Check

In one word, how do you feel about AI?



[menti.com](https://www.menti.com/join/44662739) / 4466 2739

# Quick Pulse Check

How would you describe your current confidence with AI?



[menti.com](https://www.menti.com/join/44662739) / 4466 2739

# What is AI (and what it isn't)



# Why AI matters

## Explosive Global Growth

**900M**

**Weekly users**

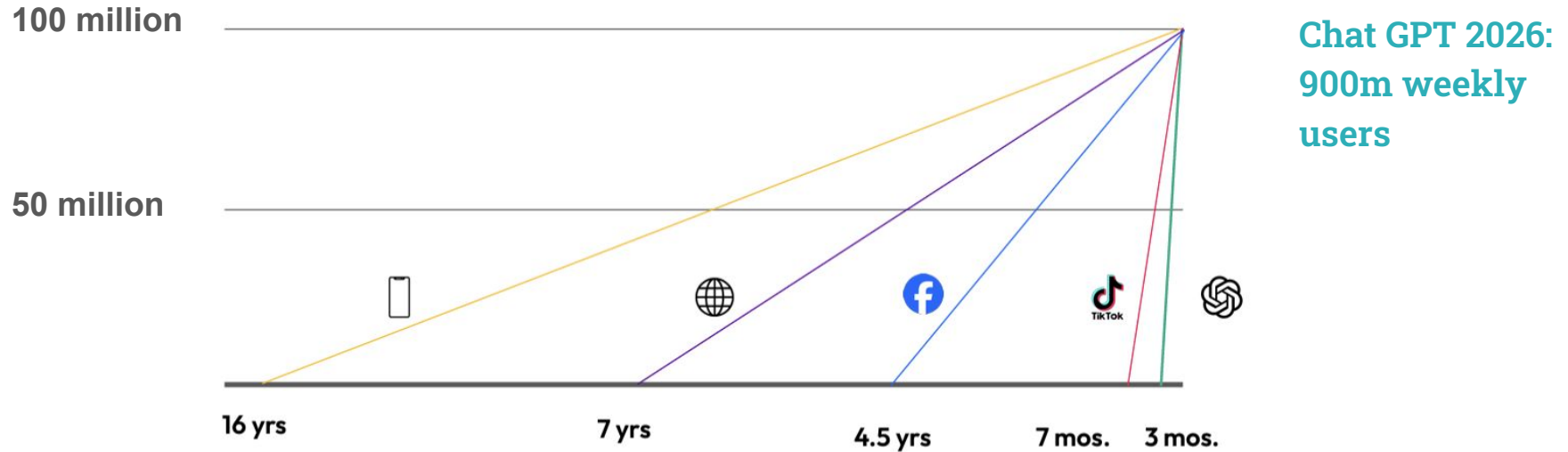
Nearly 11% of the world's adult population now uses ChatGPT weekly

**2.5B**

**Daily messages**

Messages sent per day, representing 29,000 messages every second

# It took 3 months for ChatGPT to reach 100m users



Source: Torchbox Ltd

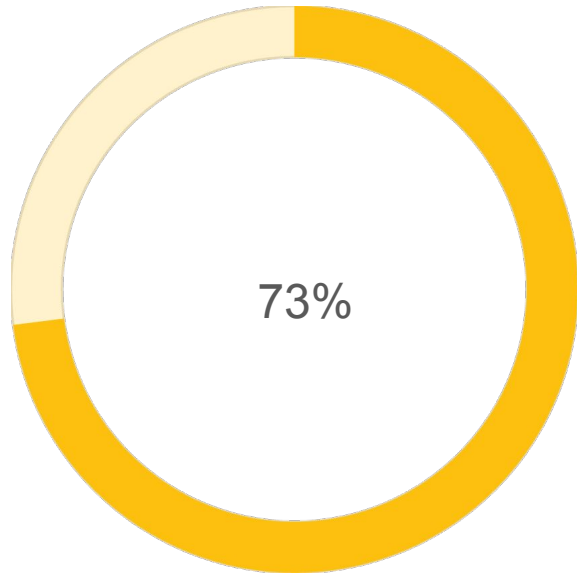
---

We need an empowered, vocal and influential civil society, confident in their use and understanding of these new technologies.

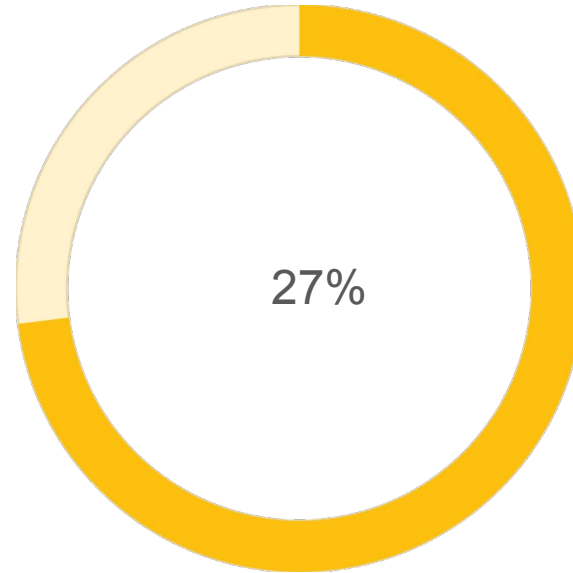
---

# Focus on personal use

Despite its potential for professional tasks, AI tools like ChatGPT are predominantly used for personal applications.



Personal Use



Works Use

## What's different?

It's led by individuals, not (currently) by organisational structures

It's emotional, not just a 'technology'



**THIS  
TIME  
IT'S  
PERSONAL**

# Top 3 AI use cases drive 78% of activity

1

## Practical Guidance

29%

E.g. Tutoring and 'how-to' advice; creative ideation and customised recommendations.

2

## Writing & Editing

24%

E.g. Email drafting, document creation, editing and translation,

3

## Seeking Information

24%

Researching people, current events, products and factual information.

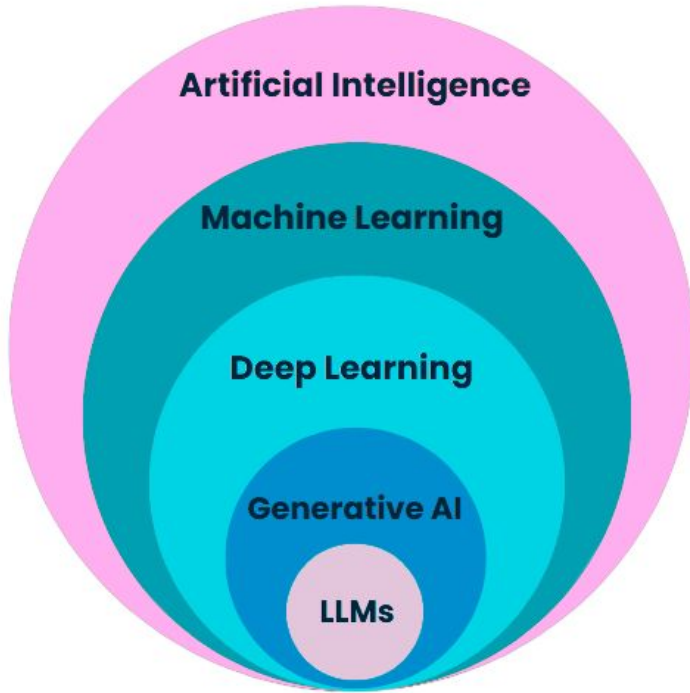
some websites use AI



What is AI?

**AI means computers doing tasks  
that usually need human  
intelligence.**

# Types of AI



## Machine Learning

When AI **learns** from past experience (data).

Example: Email spam filters, Netflix Algorithm

## Deep Learning

Uses 'neural networks' to **understand** and interpret huge amounts of data.

Example: Facial recognition, real-time translation apps

## Generative AI

Uses deep learning to produce new content, ranging from text to images to music.

Example: Chat GPT, Co-Pilot, Claude, Gemini

---

“AI is like having unlimited interns”.

Benedict Evans, Tech Pundit

---

# What Generative AI Can Create



## **Images**

Create bespoke photos, creative graphics, logos and easy image edits.



## **Text**

Produce first draft content, creative ideation, and strategic advice.



## **Video**

Generate avatars, short clips, and streamline video editing.



## **Audio**

Design voice cloning and music compositions.



## **Websites & Apps**

Create code to build online products

# How charities are using AI organisationally

## Admin, fundraising and comms

- Administration and project management (48%)
- Grant fundraising (36%)
- Communications (34%)

## Strategic and delivery functions

- Use AI for impact evaluation (17%)
- Strategic planning (9%)
- Service delivery (7%)

# What AI Can Do Well



## Create new content

Drafting emails or reports, generating images or videos



## Spotting patterns & insights

Risks, follow-up questions, themes



## Summarise Reports

Monitoring reports and trustee updates



## Recognising image and sounds

Scanning photos, transcribing meetings

# What AI is less good at



## Guaranteed Accuracy

Always check the output - AI can and does make mistakes



## Nuance & Relationships

Cannot replace context, judgement or human connection



## Making Decisions For You

Never appropriate for deciding on grant applications

# Recap - What it is and isn't

## Generative AI is Not:

- ✗ the answer to every problem
- ✗ flawless technology
- ✗ as intuitive as it seems

## Generative AI Is:

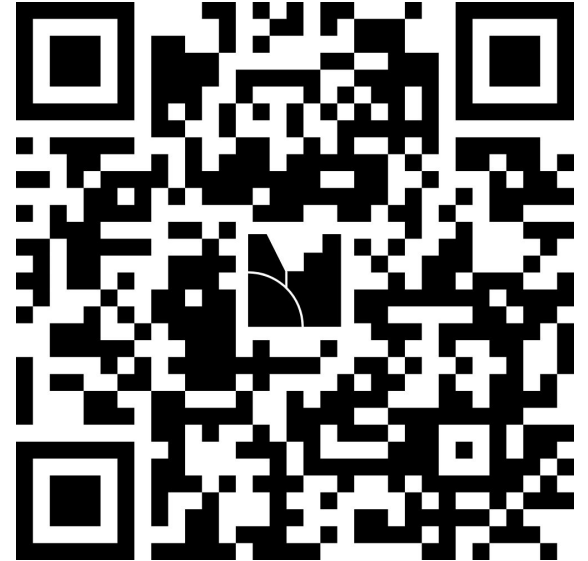
- ✓ a very powerful tool
- ✓ going to transform how we all work
- ✓ a way to optimise and deepen what we do
- ✓ an incredibly intelligent assistant

# The big blocker(s)



# Poll

Has data privacy been a barrier to you exploring AI?



[menti.com](https://www.menti.com/join/44662739) / 4466 2739

# Barriers to AI adoption

## Charities have wide ranging concerns about AI

- Data privacy, GDPR and security concerns (43%)
- Limited digital skills and technical expertise (43%)
- Factual accuracy is still a concern for a third of charities (33%)

# The big blocker: data privacy

## The core rule

- **Free AI tools** train the model by default - you need to actively change this setting.
- Not safe for names, case details, sensitive identities, or anything you'd store on a secure system.
- Never input data that could identify a survivor or service user.

## What is safe

- Describing tasks generically, drafting general communications, working with anonymised examples.

# Data privacy: the ££ difference

- **Free tools:** do not input any personal or sensitive data.
- **Paid for tools:** more secure
  - Enterprise: data may stay within your organisation's environment.
  - Standalone AI tools: data maybe processed outside UK/EU
- **When in doubt:** ask your IT contact or Data Protection lead before using AI with sensitive organisational data.

# AI in practice



# How charities use AI

- Getting a **first draft** for a funding application or report
- **Summarising** a long documents into something more usable
- Creating a **script and outline** for a presentation
- **Pulling out themes** from anonymous survey responses
- **Framing** a tricky message
- **Rewriting** something for a different audience

# Create a workshop outline

- **Purpose:** To create a workshop outline.
- **Tool used:** [Claude](#)
- **Risks:** It may sometimes generate generic ideas, miss key context or suggest content that sounds plausible but isn't fully accurate.
- **Guardrails:** Treat it as a starting point, not the final product. Always personalise, fact-check and adapt outputs before using them externally.

# Create a presentation from your outline

- **Purpose:** To create clear, stylish presentations quickly by turning written content into slides and visuals.
- **Tool used:** [Gamma](#), [Claude](#)
- **Risks:** Auto-generated slides might not capture your tone, message priorities, or context perfectly – some editing is still needed.
- **Guardrails:** Treat as a first draft creator, not the finished product. Always review, adjust, and put your voice and judgment into the final slides.

# AI as your personal research assistant

- **Purpose:** quickly understand, summarise and simplify long documents and reports.
- **Tool used:** [NotebookLM](#), [Claude](#)
- **Risks:** May miss subtle nuances, oversimplify important points or misinterpret complex material.
- **Guardrails:** Use it to support your understanding, not replace deep reading or expert review. Always sense-check important conclusions yourself. Do not input confidential or sensitive information.

## 4 tips to get better results

1. **Give context** — who you are, the background, who it's for.
2. **Tell it how you want it to write** — tone, style, and to sound like a person rather than AI.
3. **Break big tasks into steps** — work through it in stages rather than asking for a finished product in one go.
4. **Review, push back, and refine** — your first request is just the start of a conversation. If what comes back isn't right, say so and be specific. Always check any figures against the original source

# Breakout session



# If you had unlimited interns where and how would you use them?

Remember these are super smart, very well read interns who can take on any team member role you'd like.




# If you had unlimited interns where and how would you use them?

Remember these are super smart, very well read interns who can take on any team member role you'd like.

## In breakout groups 15min

Introduce yourselves - 30 sec each

## Discuss

- The question 
- What one small thing are you going to try to give 'your intern' tomorrow?
- And what would success look like in 'hiring the intern' - saving time, better quality, or just understanding what AI can do?

# Poll

Share one small tasks you could try with AI



[menti.com](https://www.menti.com/join/44662739) / 4466 2739

# Safe 1st steps



# Rules of thumb for responsible AI

- **Purpose:** Have a clear purpose
- **Start small:** Begin with low-risk examples and simple tasks
- **Data compliance:** Follow your organisation's data policies
- **Confidentiality:** Don't share personal or sensitive data unless you have permission
- **Standardisation:** Start with tools that are already adopted by your org to safeguard data and privacy

# Rules of thumb for responsible AI

## Human in the loop - you're in charge!

- Ensure **no biases** (gender, racial, ethnic) are present
- Check the content is **factually correct** - politically and socially appropriate
- **Use AI for assistance and support**, not to make final decisions or final outputs without your input

## 3 safe first steps

1. **Try one low-stakes task this week** - draft an email, a social post, or an agenda - using Claude/Copilot. Don't put any service user data in.
2. **Share what you tried with a colleague** - even if the output was rubbish.
3. **Keep a brief note** of what worked and what didn't. That's your first experiment.

resources



# Free resources to get started

---

## Getting Started with AI course:

A free 8 week email course  
30 - 50 minutes each week

### Getting started with AI

A free seven-week, self-serve course:  
familiarise yourself with AI - and discover  
how it can help make your work life easier.



# AI support resources: Hub

---

## AI Hub

free resources, guides, templates, toolkits and frameworks.



### How to get started with AI today

This workshop took place in May 2025. You can access the recording and slides, plus all of the resources shared, below:

- [Getting started with AI: recording](#)
- [Getting started with AI: slides](#)
- [AI-generated podcast summary](#)
- AI experiment canvas - links as below:
  - [Miro version](#)
  - [Google Doc version](#)
  - [Printable version](#)
- [Introduction to AI video](#) (from Good Things Foundation)
- [Demo: Voice-to-voice translation using ChatGPT](#)

[See the full workshop description here](#) →

# Explore our Library of AI Experiments



## Using AI to visualise rewinded ...

Organisation name  
Royal Society of Wildlife Trusts

About the organisation  
The Wildlife Trusts is a grassroots movement of 46 independent charities across the UK. They care for over 2,300 nature reserves and work to protect an...

Sector  
Environment and Climate Action

Funder or Charity  
AI charity experiment collection

Experiment description  
Using AI image generation tools (like Bing Image Creator), the team experimented with creating visualisations of future rewinded ...

AI Tools used:  
Image generation tools such as Bing Image Creator (DALL-E-based) and other generative AI visual tools

AI Task  
Image / graphic generation

Type of AI Experiment  
Efficiencies within existing workflows



## Using AI to speed up and stre...

Organisation name  
Blood Cancer UK

About the organisation  
Blood Cancer UK is a charity dedicated to funding research into all types of blood cancer and offering information and support to blood cancer patients.

Sector  
Health and Social Care

Funder or Charity  
AI charity experiment collection

Experiment description  
The team started using Dovetail, a user research platform with AI features, to transcribe interviews, auto-tag themes and generate insight summaries. By ...

AI Tools used:  
Dovetail (AI transcription, summarisation, tagging, and synthesis features)  
...

AI Task  
Synthesising research

Type of AI Experiment  
Efficiencies within existing workflows



## Using AI to analyse young pe...

Organisation name  
Noise Solution CIC

About the organisation  
Noise Solution CIC is a social enterprise that uses music and technology to engage young people and improve their well-being.

Sector  
Children and young people Mental

Funder or Charity  
AI charity experiment collection

Experiment description  
Using generative AI to analyse short reflection videos recorded after every session with a young person. Noise Solution's hypothesis was that with the...

AI Tools used:  
Salesforce, Transceive

AI Task  
Managing or analysing data

Type of AI Experiment  
New processes and ways of working



## Managing user research findin...

Organisation name  
The Brilliant Club

About the organisation  
The Brilliant Club works with schools and universities across the UK to support students from all background access the most competitive universities and ...

Sector  
Children and young people Educati

Funder or Charity  
AI charity experiment collection

Experiment description  
Using Miro's AI-powered tools to help summarise user research data captured in Miro boards.  
...

AI Tools used:  
Miro "Create with AI" (10 free AI credits per user per month).

AI Task  
Synthesising research

Type of AI Experiment  
Efficiencies within existing workflows



## AI search & synthesis of resear...

Organisation name  
The Health Foundation

About the organisation  
An independent health philanthropy in the UK. Website: health.org.uk. The Health Foundation is the second-largest health-focused foundation in the UK, ...

Sector  
Health and Social Care

Funder or Charity  
AI funder experiment collection

Experiment description  
The Health Foundation created a tool to search and synthesise data from research outputs produced by its grant holders. Over the years, the Health ...

AI Tools used:  
The team commissioned Edge Hill University to create a repository of Health Foundation-funded research (2012–2022). This led to the collation o...

AI Task  
Synthesising research

Type of AI Experiment  
New processes and ways of working



## Testing AI transcription tools ...

Organisation name  
Paul Hamlyn Foundation

About the organisation  
Paul Hamlyn Foundation has around 50 staff. It awards around 250–300 grants per year, totaling about £40 million annually.

Sector  
Children and young people Health

Funder or Charity  
AI funder experiment collection

Experiment description  
Paul Hamlyn Foundation (PHF) tested replacing traditional written grant reports with recorded calls transcribed by AI. In this Call Transcription ...

AI Tools used:  
Otter.ai

AI Task  
Transcription

Type of AI Experiment  
Efficiencies within existing workflows



## Copilot for data analysis

Organisation name  
London Funders

About the organisation  
A cross-sector membership network of funders in London. Website: londonfunders.org.uk. It is a relatively small organization (company size 11–5...

Sector  
Community Development

Funder or Charity  
AI funder experiment collection

Experiment description  
In one use case, they used anonymous survey comments from members about the network's services and asked Copilot to summarise common themes or...

AI Tools used:  
Copilot

AI Task  
Managing or analysing data

Type of AI Experiment  
Efficiencies within existing workflows

# AI support resources: Peer groups

---

## Digital Leads Network

A growing community of 500+ not-for-profit digital leads



# Any questions?

---



# Poll

What one word sums up how you now feel about AI?



[menti.com](https://www.menti.com/join/44662739) / 4466 2739

# Thanks!

[joyce@wearecast.org.uk](mailto:joyce@wearecast.org.uk)

<https://www.wearecast.org.uk/>



# CAST