



# A Practical Introduction To AI In The Charity Sector

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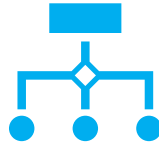
# Agenda

- Introduction to AI in Charities
- Role of AI in Charities
- Ethical Considerations
- Implementation Strategies
- Future Trends
- Q&A and Conclusion

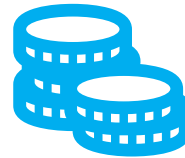
# Introduction to AI in the charity sector

- What is AI?
- Key components: machine learning, Natural Language Processing (NLP), data analytics
- Importance: Enhancing efficiency, optimizing fundraising, improving service delivery

# AI for operational efficiency



Automating tasks like  
data entry, donor  
management



Reducing costs,  
enabling more funds  
for core missions



Example: Automated  
financial reporting

# AI for fundraising and donor engagement



Predictive analytics to  
identify high-value  
donors



Personalisation in  
communications



Improved donor  
engagement and  
retention

# AI in service delivery

Optimising  
resource allocation  
for effective aid  
distribution

Predictive analytics  
for demand  
forecasting

AI-driven chatbots  
for 24/7 beneficiary  
support

Personalised  
service delivery

# Ethical considerations



Ensuring data privacy and compliance (E.g. GDPR)



Avoiding bias and maintaining fairness



Ensuring transparency and accountability

# Data privacy and fairness

Importance of  
safeguarding  
sensitive data

Addressing  
risks of bias in  
AI algorithms

Ensuring  
equitable  
outcomes for all  
beneficiaries



# Accountability and transparency



Making AI-driven  
decisions accountable

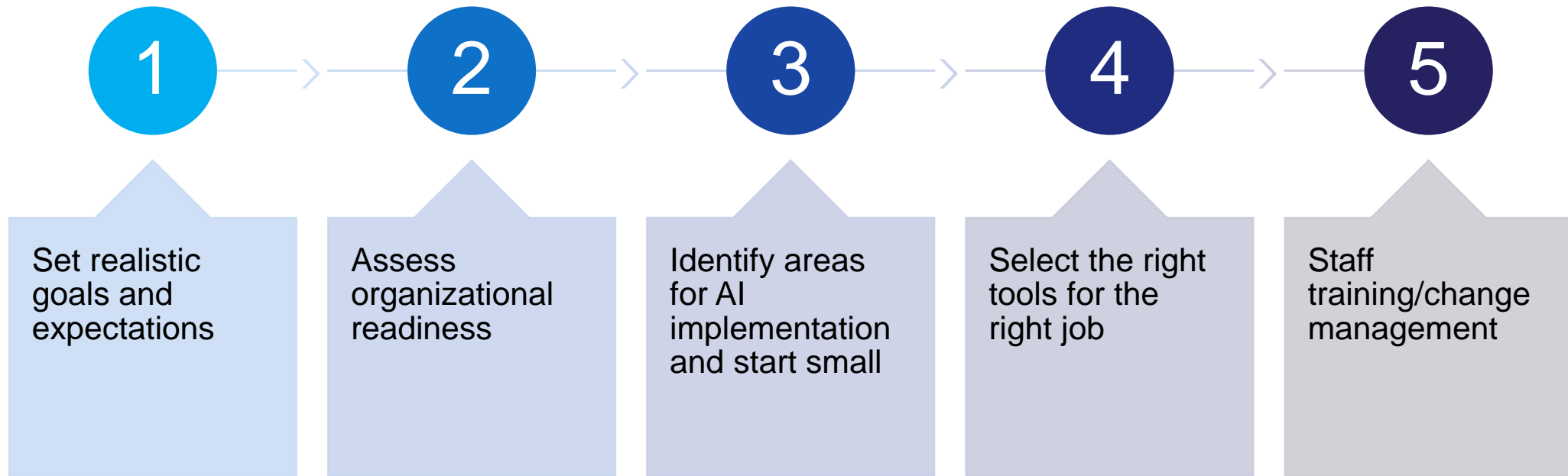


Ensuring transparency  
for stakeholders

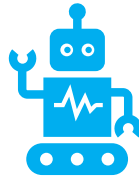


Building trust through  
open communication

# Getting started with AI implementation



# Tools, resources and partnerships



Accessible AI tools  
(low-cost or free)



Resources and  
training



Resource sharing  
and knowledge  
exchange

# Training and capacity building

Importance of staff training for AI

Building organisational capacity/literacy

Upskilling to effectively leverage AI technologies

Champions or specialists

Training on data privacy, ethics and compliance

# Future trends and opportunities

Enhanced  
personalisation  
and donor  
engagement

Increased  
efficiency

Predictive  
analytics

Enhanced  
communication

Impact  
measurement

## Q&A and discussion

Any questions?

# Conclusion and call to action



Summary of key points



Encouragement to explore AI within your organisation



Contact for further discussion or questions

# Thank you

## Neil Baldwin

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