



# AI FOR SOCIAL GOOD

## WHAT IS AI?

**Artificial Intelligence (AI)** as a field is over 60 years old: trying to understand how computers can think and act like humans. However, over the past few years there's been a huge jump into the mainstream for something called Generative AI—technology that can transform short prompts into stories, analyse vast amounts of data quickly, interact with you through natural conversation, or help you create pictures, videos, documents, or code in moments.

## WHY DOES IT MATTER?

For social entrepreneurs and community organisations, this can provide whole new ways of creating value within our work. Mission driven organisations are [already using these tools](#) in varied ways, with a few examples shared below.

But as with all technology, it's not all necessarily positive. As individuals and organisations committed to strengthening our communities we need to understand the impact of these tools on our communities and the environment; we need to ensure we're continuing to provide support that aligns with the digital behaviours of our communities and we need to ensure we're bolder together to achieve our social ambitions.

## EXAMPLE USES OF AI FOR COMMUNITY ORGANISATIONS

ACTIVITY	DESCRIPTION
Simplify notetaking	Applications such as Otter.ai or Fathom can transcribe or summarise meeting notes.
Analysing data	Summarise common themes in user research, or pull out relevant insights from large reports.
Identify and apply for funding	Searching for suitable funding opportunities and helping to draft applications. It's important to proof and edit AI content to ensure it speaks to
Create personal assistants	CAST created a custom Chat GPT to support their team to respond to external queries in a clear and jargon-free way.
Image generation	The Wildlife Trusts experimented with creating visualisations of future rewilded landscapes, showing potential ecological outcomes and illustrating the intended impact of their work.

There's lots of support available to help people realise the potential of AI in a responsible way. Below is just a starting point.





# USEFUL RESOURCES

## **AI SELF-SERVE COURSE**

A free, seven-week online course designed to support, inform and inspire participants as they explore the potential of AI in their work.

## **AI ORGANISATIONAL SUPPORT COURSE**

A new free self-serve email course that will help you support your organisation to explore AI.

## **AI HUB**

A 'living library' of free resources, guides, workshop recordings, templates, toolkits and frameworks, from CAST and other trusted organisations.

## **GUIDE TO TEN AI TOOLS**

A blog introducing ten AI tools, with tips, demos and simple experiments to try out, plus additional resources.

## **DIGITAL LEADS NETWORK**

A growing community of 500+ not-for-profit digital leads, with a dedicated AI Peer Group in which members collectively explore the opportunities and challenges of AI.

## **AI EXPERIMENTATION CANVAS**

A simple AI experimentation canvas, which can help you think through any use of GenAI.

## **CAST'S NEWSLETTER**

A regular newsletter - sent ten times per year - containing a wealth of free events and resources designed to support charities with digital and AI.

## **MAP YOUR ORGANISATION'S AI SKILLS AND CULTURE**

A workbook to map out who's curious, concerned or already adopted AI within your organisation, helping you to support and influence colleagues and teams.

## **MISSION KNOWLEDGE BOARD**

A tool to help you consider the impact of AI on your mission.

## **WORTHWHILE CHAT**

A pioneering, sector-owned generative AI tool, built by and for nonprofits. Currently in testing, with a view to being released in the summer of 2026.

## **CHARITY AI TASK FORCE**

Championing the responsible, inclusive and collaborative use of AI across the social sector.

## **DIGITAL CANDLE**

One free hour of expert digital advice for charities: ask about any aspect of digital or AI

## **THE CURVE**

A series of free, 90-minute workshops for third sector organisations, from Third Sector Lab.