



Embracing AI: Insights from the Charity Digital Survey 2024



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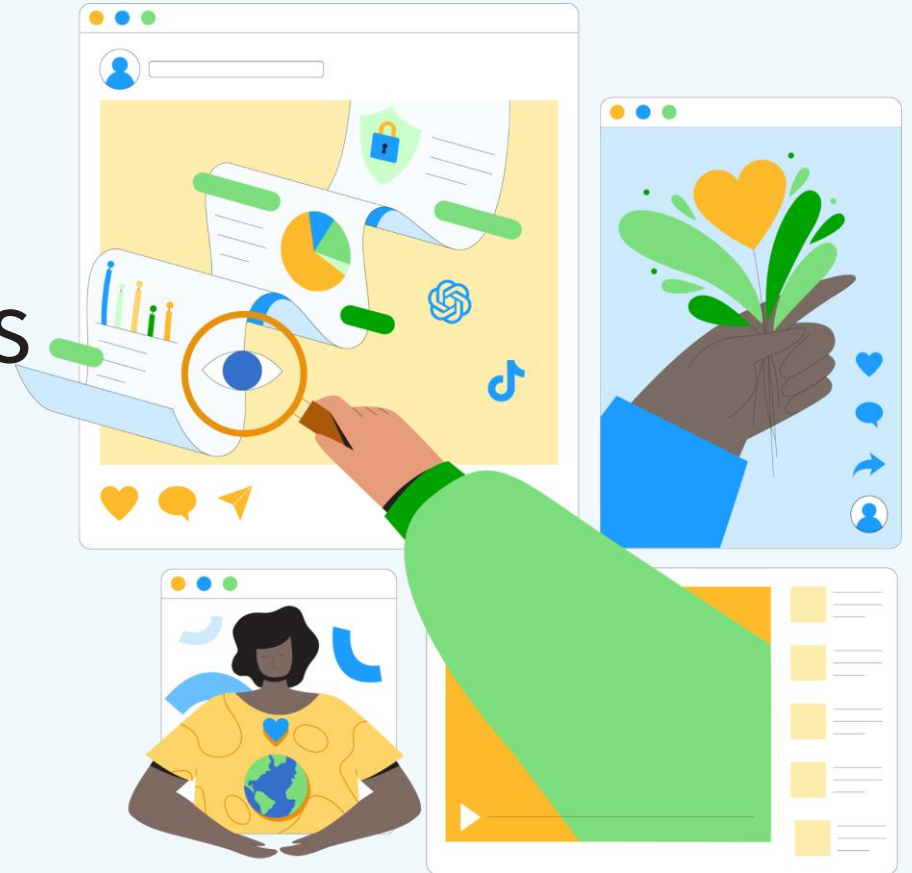


Charity Digital Skills Report 2024

AI Findings

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[#CharityDigiReport](#)



Our survey respondents



635
responses

Types of organisations

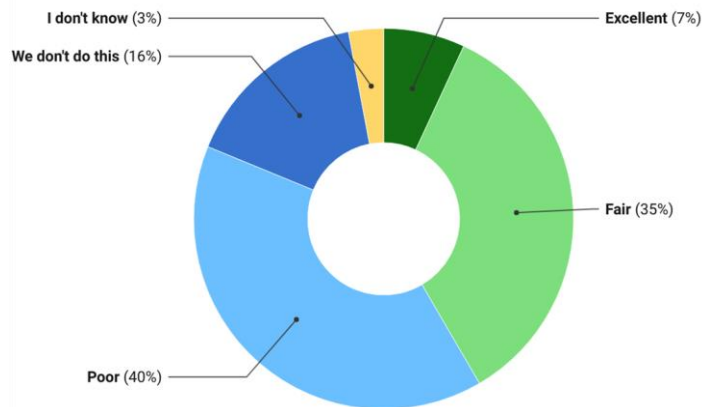
- 17% UK wide, 10% England wide (not on map)
- 4% based entirely online (not on map)
- 81% registered charities
- 17% social enterprise / community business
- 9% infrastructure /second tier organisation
- 53% provide frontline services

AI adoption

Emerging tech context

- Over half (56%) have low skills and capacity to engage with emerging tech trends
 - 16% saying they don't do this
 - 40% say they have poor skills and capacity (rising to 65% for charities at early digital stages)
- 60% of small charities have poor skills and capacity to engage with emerging tech trends, compared to 48% of large charities
- 31% want their board to learn about emerging tech and AI tools
- Charities want CEOs to stay informed on emerging tech trends and AI (39%) and understand related risks and opportunities (34%)

How would you rate your organisation's skills and capacity to engage with emerging tech trends?

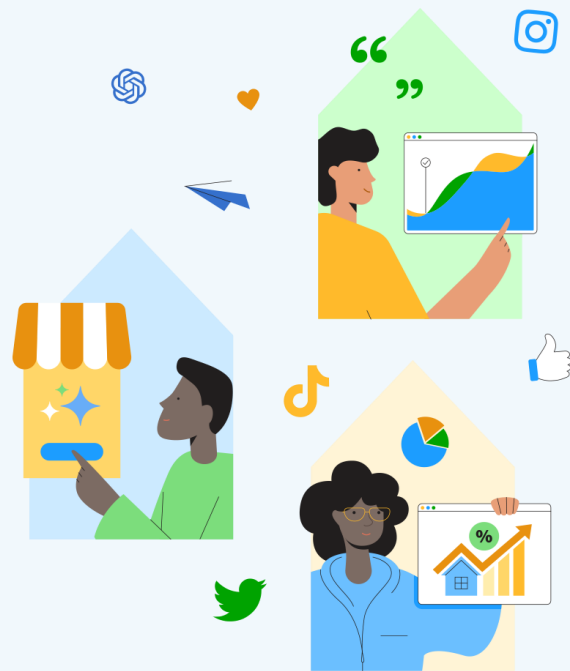


See this chart on [Datawrapper](#)

AI adoption: key trends

More charities are using AI tools, but not strategically

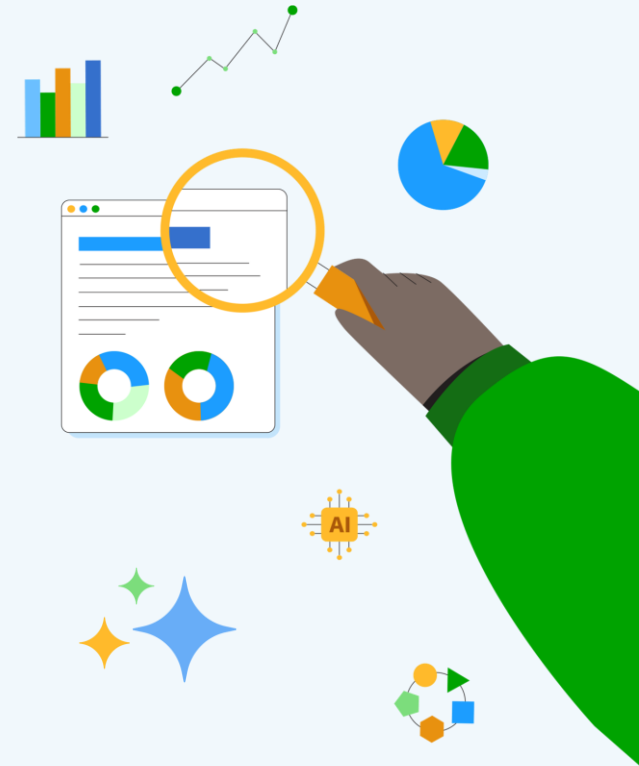
- 61% of charities are using AI in their day-to-day work or operations
- This is a significant increase on 35% last year.
- Only 11% are using AI tools across their organisation and 45% of charities are using AI tools informally (e.g. trying out tools)
- 4 out of 10 (42%) of charities are using or looking to use AI in their service delivery.



AI adoption and use

The most popular uses of AI tools

- Developing online content (e.g. social media posts, generating images) (33%)
- Administrative tasks such as summarising meeting notes (32%)
- Drafting documents and reports (28%)
- Generating ideas/creativity (e.g. to start a project) (27%)
- Research and information gathering (e.g. about a topic, current advice) (24%)



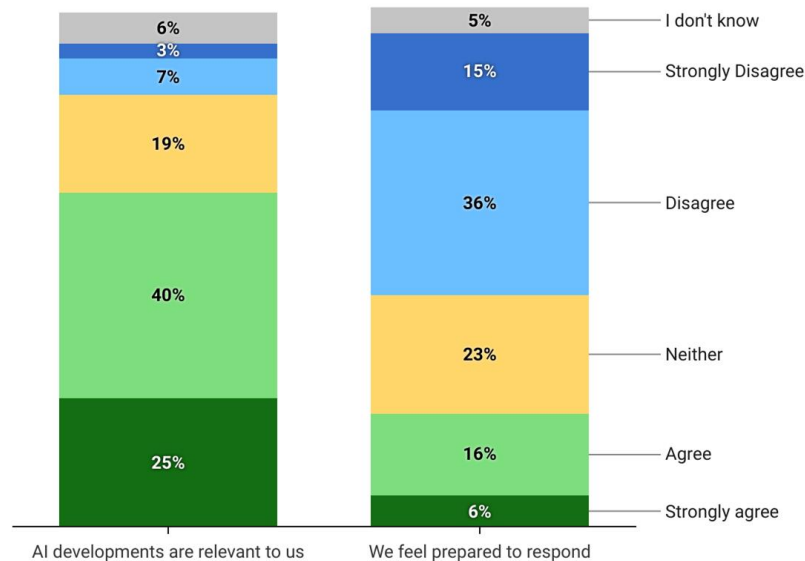
AI adoption: key trends



Charities are not prepared for AI developments

- 65% agree or strongly agree that AI developments are relevant
- Only 22% feel prepared to respond to challenges and opportunities
- [Joseph Rowntree Foundation report on AI](#) Nonprofits excluded from wider AI debates - lack of awareness, resource limitations
- [Charity Excellence benchmark survey](#) More than half are extremely unprepared to manage AI risk (cyber security and data protection)
- [CAST AI survey](#) - Individuals have a healthy attitude towards AI, but lack of organisational and wider sector level support.

Seeing the relevance of AI and feeling prepared to respond



See this chart on [Datawrapper](#)

AI adoption: Key barriers and next steps

Barriers to adopting AI

- Lack of skills and expertise is the biggest barrier for 50% of charities (large and small)
- A lack of training to upskill (34%)
- Concerns around AI tools
 - Factual accuracy (31%)
 - Data privacy, GDPR and security (31%, 47% of large charities)
 - The potential bias and discrimination (31%)
 - Ethical, human rights and environmental concerns (31%)

Skills development intentions

- Half (57%) are looking for external training, support or guidance in AI this year.
- 40% are keen to skill up in how to assess AI risks and adopt AI responsibly
- 38% want to develop AI policies and governance.



Digital and data go hand in hand

- 77% say data and 80% say digital is a key priority

Large charities are prioritising data

- 37% of large charities see data as a top priority, compared to 18% of small
- 47% of large charities, compared to 24% of small charities are investing in digital or data infrastructure or systems

Skills and capabilities

- 90% are fair or excellent at data protection and GDPR
- 67% are collecting and using data effectively
- 64% using data to inform decision making and strategy

Priorities for data skills

- 1 Storytelling with data (48%)
- 2 Analysing and making sense of data (45%)
- 3 Website and social media analytics (43%)

Large charities

- 4 Developing a data culture (48% of large)

Small charities

- 5 Technical skills and tools use (36% of small)



Thank you

charitydigitalskills.co.uk

See the website and full report for:

Sector commentary

Many, many more stats!

Case studies of charities making good progress