Thank you for joining! Sit tight, this webinar will begin at 10:30am AEST.

A governance led approach to AI for Non-profits

myrtec Managed IT + Technology Advisory. pax8

MYRTEC ONLINE EVENT

A governance led approach to AI for Non-profits

myrtec Managed IT
+ Technology Advisory.   pax8

Meet Our Presenters

Rob Dawson
Head of Business Development,
Myrtec

Pathum Bandara
Tech for Social Impact Manager
Pax8

Agenda

1

**PAX8 Tech
For Nonprofits**

2

**Data
Fundamentals**

3

**AI Risk &
Governance**

4

AI Policy

5

Summary

Let's Get Started!

Pathum Bandara
Tech for Social Impact Manager
Pax8

Pax8 Tech for Nonprofit Program

Vision

Pax8 is the channels preferred marketplace to purchase solutions for nonprofit businesses in the world.

Mission

To establish a thriving hub within the Pax8 Marketplace through strategic collaborations with vendors and resellers. We aim to curate a diverse selection of SaaS solutions, thoughtfully tailored to address the distinctive requirements of nonprofits worldwide. These solutions will be easily accessible, affordable, and seamlessly provisioned by Pax8 resellers, empowering nonprofits to thrive and make a positive impact in their communities.

Marketplace Curation
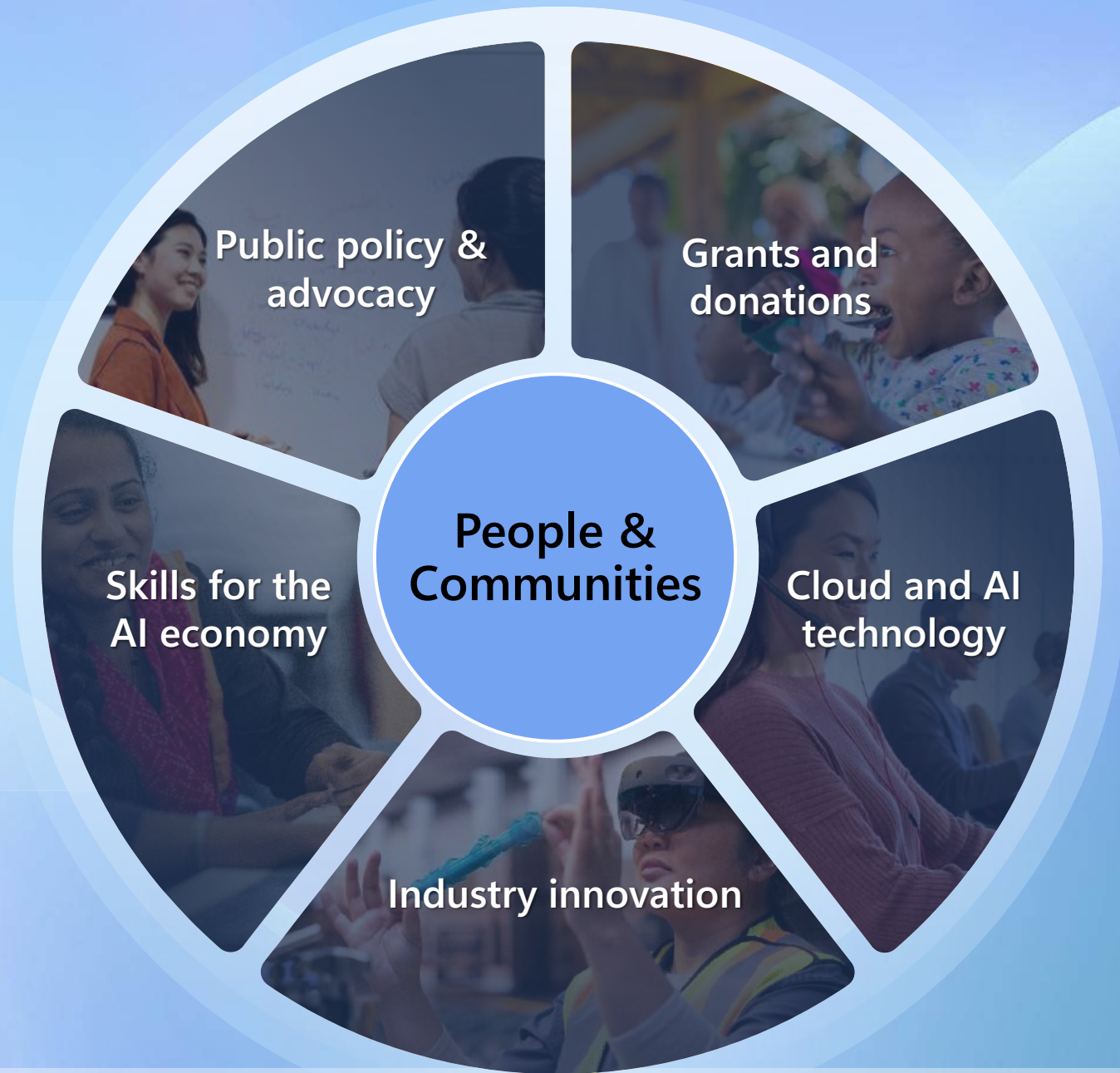
Reseller Development

Social Impact

pax8 | Microsoft

Microsoft Elevate: Putting people first

Our belief in AI

We believe AI technology has the power to amplify human ingenuity and extend our capabilities

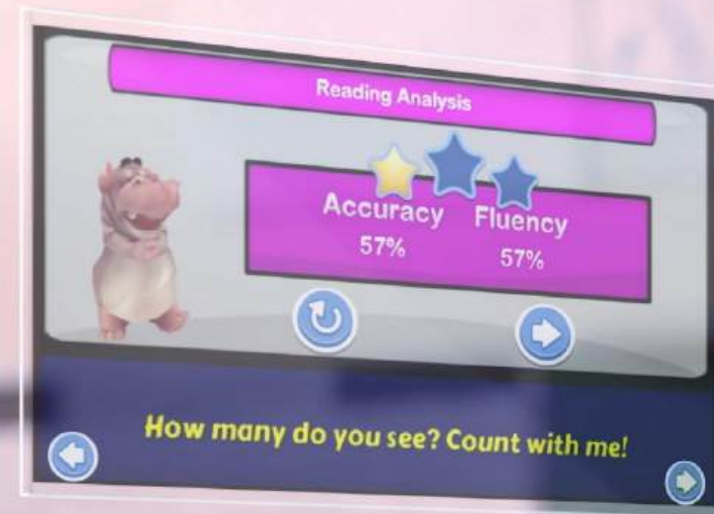## Our commitment

Putting people first

Developing and using AI that serves humanity

Empowering people with skills to thrive

Invested in AI skills development globally

Partnering to drive economic success & opportunity

Advancing AI education and advocating for policy solutions

Accelerating AI transformation in nonprofits

Enrich staff experiences

By helping every person transform their daily job to serve and deliver more

Deliver impactful programs

By streamlining program delivery and modernizing experiences

Engage supporters and funders

By reaching more people and enhancing relationships to those supporting the mission

Transform operations

By evolving and reinventing how deliver mission & learning based work

Challenges facing nonprofits

Impactful program delivery

Capacity constraints

71% of nonprofits had increased demands for their programs in 2023, resulting in waitlist increases and delays[1]

Staffing challenges

74% of nonprofits reported job vacancies that they are having a difficult time filling[2]

Engaged supporters and funders

Donor acquisition and retention

Donor counts continue declining with small donors down 12.4%. Donor retention continues to decline (-4.6%), marking the fourth consecutive year of year-over-year decreases[3]

Personalized communication

77% of nonprofits believe personalizing donor communication is critical yet only 44% are 'always' personalizing communications[4]

Secure, streamlined operations

Financial stability

Roughly half of US-based nonprofits report being at risk financially[5]

Burnout

Nonprofit workers report being stressed and burnt out[6]

By leveraging AI, nonprofits can streamline operations, gain valuable insights, and ensure compliance with funding sources and regulations

[1] Forvis, 2024 | [2] National Council of Nonprofits, 2023 | [3] AFP Global | [4] Twilio | [5] Candid | [6] Philanthropy, 2023

The five drivers of AI value for nonprofits

Mission alignment

AI enhances nonprofit missions by providing tools and insights that amplify impact and extend reach through data-driven strategies

Strategic Planning

AI supports strategic goals by analyzing data to identify trends, optimize resources, and predict outcomes, boosting donor engagement and program effectiveness

Operational efficiency

AI improves efficiency by automating tasks, streamlining data management, and providing real-time insights, allowing nonprofits to focus on essential activities

Data privacy and security

AI enables responsible practices by automating data protection, detecting security breaches, and maintaining compliance, building trust with stakeholders

Accelerate fundraising

AI optimizes fundraising by identifying potential donors, personalizing outreach, predicting trends, and providing insights into donor behavior to maximize contributions

AI-enabled sustainable growth

aka.ms/AIStrategyRoadmap

Impact by nonprofit function

Program delivery
Communicate policies and draft job descriptions.
Create stunning training materials.
Easily respond to beneficiary or staff emails.

Marketing
Identify relevant market trends and segments.
Create the first draft for a campaign.
Summarize campaign results with powerful visuals.

Fundraising
Have better donor conversations and boost major gifts.
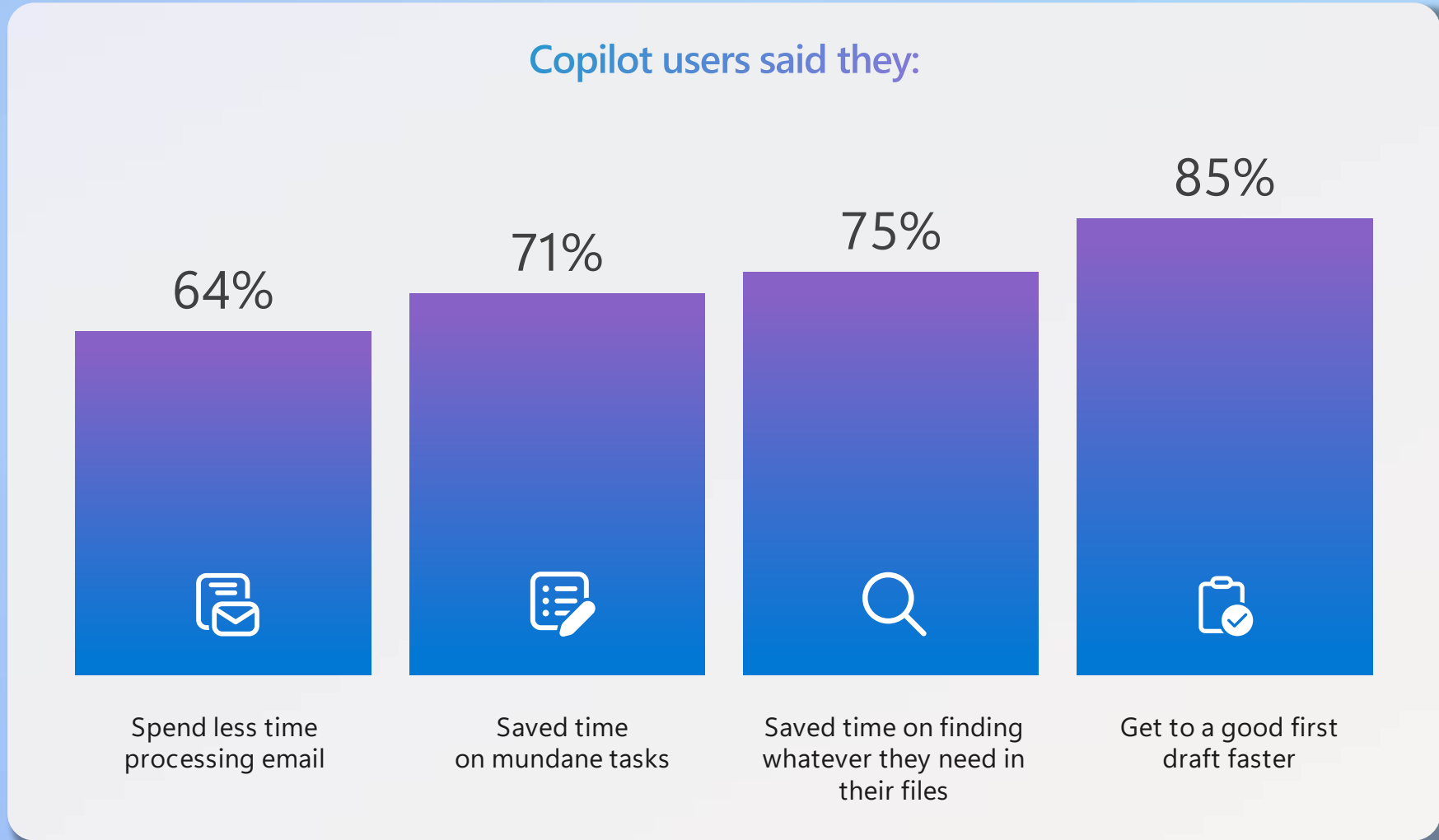Create donor presentations and proposals.
Analyze donor data from previous quarters.

IT
Create a project plan for a product roll-out.
Stay up to date on various project calls and chats.
Identify patterns in data and solve issues faster.

Finance
Simplify financial reporting and planning.
Identify performance improvements.
Report metrics using professional charts.

Copilot users are more productive

Copilot users said they:

64%

Spend less time
processing email

71%

Saved time
on mundane tasks

75%

Saved time on finding
whatever they need in
their files

85%

Get to a good first
draft faster

AI benefits for nonprofits

Augment staff talent

47% of nonprofits are automating administrative tasks with AI to free up staff time, allowing them to dedicate more energy toward directly supporting constituents and communities.*
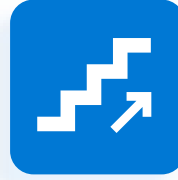
Increase community response times

31% of nonprofits are utilizing AI assistants to offer instant support to both donors and beneficiaries, enhancing their engagement and responsiveness.*

Illuminate data

50% of nonprofits are utilizing AI tools for data management, data visualization, and data analysis.**

*IPSOS, 2024; **Intentional Futures, 2024

Accelerating AI transformation in nonprofits

Enrich staff experiences

Reduced time spent on manual data collection, allowing staff to focus more on resident care

ARcare

Deliver impactful programs

Deployed local language chatbot to expand reach and overcome literacy barriers

OPPORTUNITY International

Engage supporters and funders

Increased organizational capacity to scale programs and attract new funding

HEAD START HOMES

Transform operations

Boost efficiency while maintaining a human-centered approach to housing support

de Alliantie

Top AI use cases for Nonprofits

Automate manual nonprofit program operations

Goodwill of Orange County
Reduce item pricing work from weeks to minutes.

De Alliante
Improved tenant service delivery by streamlining call center operations.

Translate program data and documents to improve participant outcomes

Operation Smile
Reduced translation errors by 90% and expedited report generation by 95%.

Age UK
Expanded reach and deepened support for isolated older adults.

Improve frontline response and resource allocation

Malteser
Enhanced collaboration and efficiency across full-time staff and volunteers.

Head Start Homes
Increased productivity by over 30%, enabling more families to achieve homeownership.

Streamline operations with AI-powered case and compliance management

ARcare
Centralized data improved case management and streamlined compliance reporting, ensuring more accurate, timely patient care.

RNIB
Automated accessible document conversion enhanced client service delivery and ensured compliance with accessibility standards.

The business case for investing in AI

Deliver more, measure faster, amplify and extend mission impact

For every **$1** a invested in generative AI, the return on investment is **$3.7x**

Over To Rob!

Rob Dawson
Head of Business Development,
Myrtec

Setting The Stage

Why AI Governance Matters for NFPs

Mission-Driven Risk Profile: Non-profits often handle sensitive data (e.g. donor, beneficiary, health) and operate under tight budgets. This makes responsible AI adoption both a risk and an opportunity.

Pressure to Adopt vs. Capacity to Govern: Many NFPs feel pressure to adopt AI but lack internal expertise or frameworks.

m

Core Principles of AI Governance

Transparency: How decisions are made by AI systems.

Accountability: Who is responsible when AI fails or causes harm.

Fairness and Equity: Avoiding bias in AI models, especially in service delivery.

Privacy and Security: Ensuring compliance with data protection laws and ethical handling of personal data.

AI Privacy and Security Governance

Firstly, where is your data stored?

Where Is Your Data?

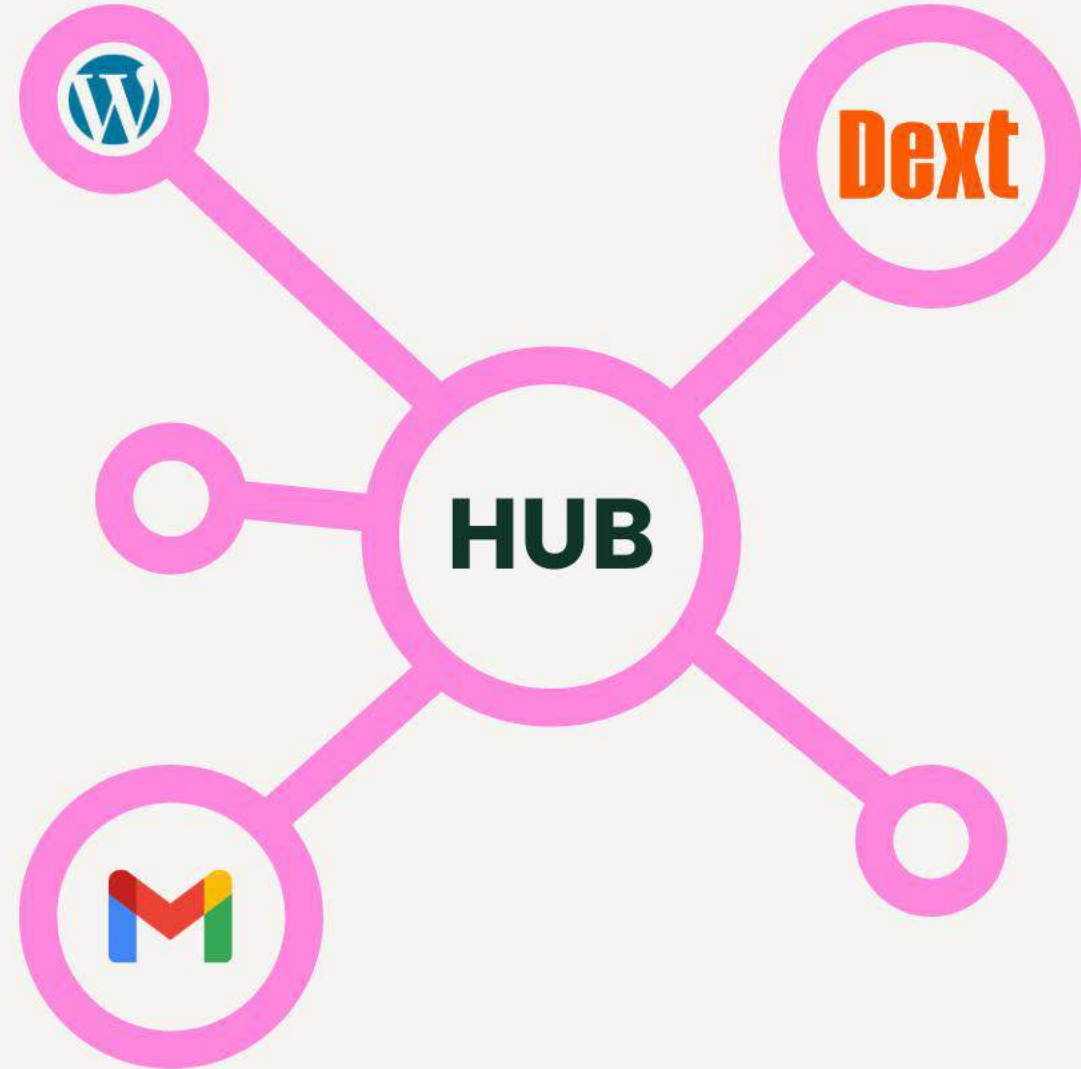| LOB	IAAS	SAAS	On Prem	ERPs

Hub & Spoke

Your **HUB** stores your data.
Your **SPOKES** do transactions.
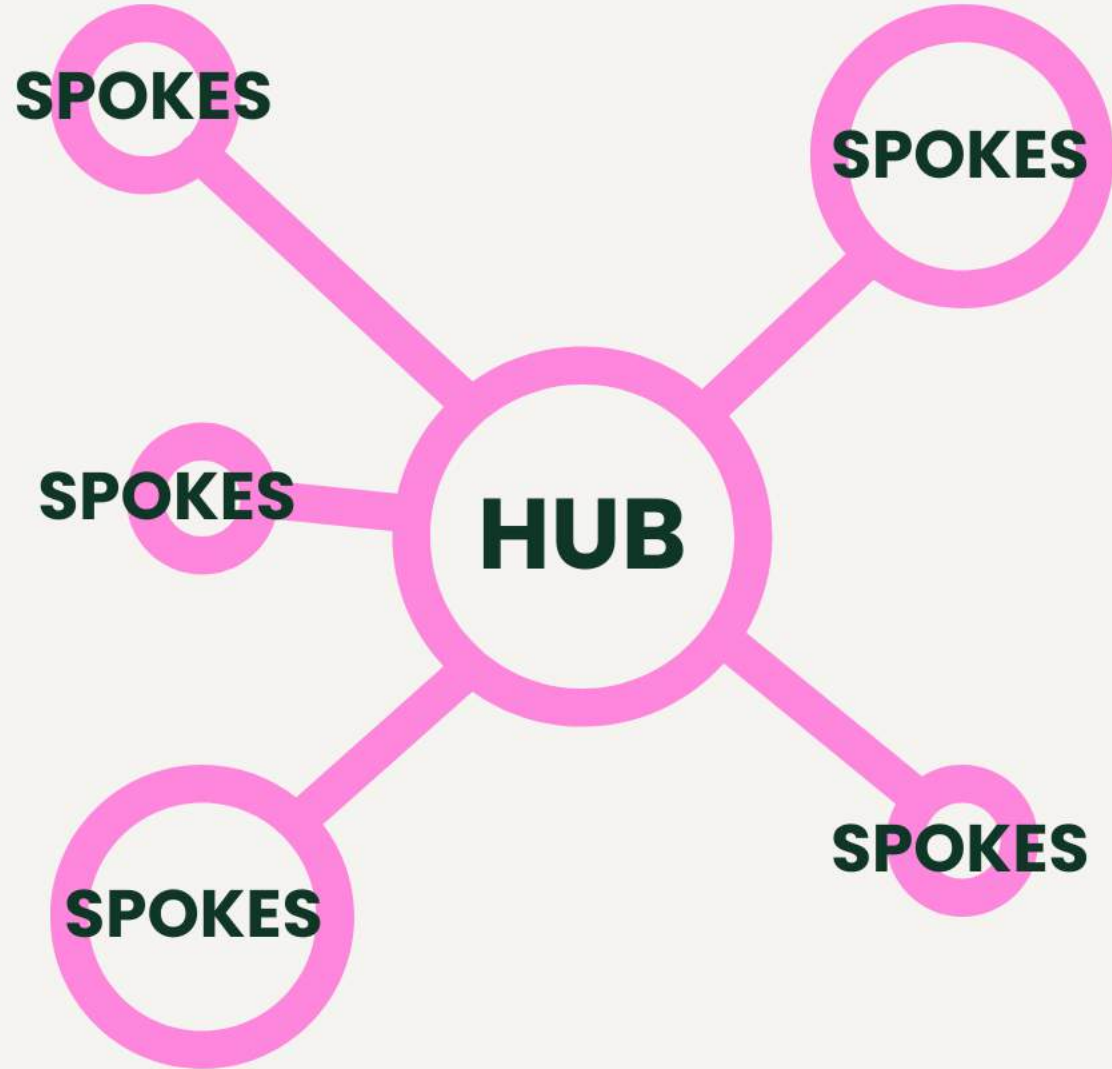
Hub & Spoke

Example Hub

HUBs you may recognise:
- Dynamics 365
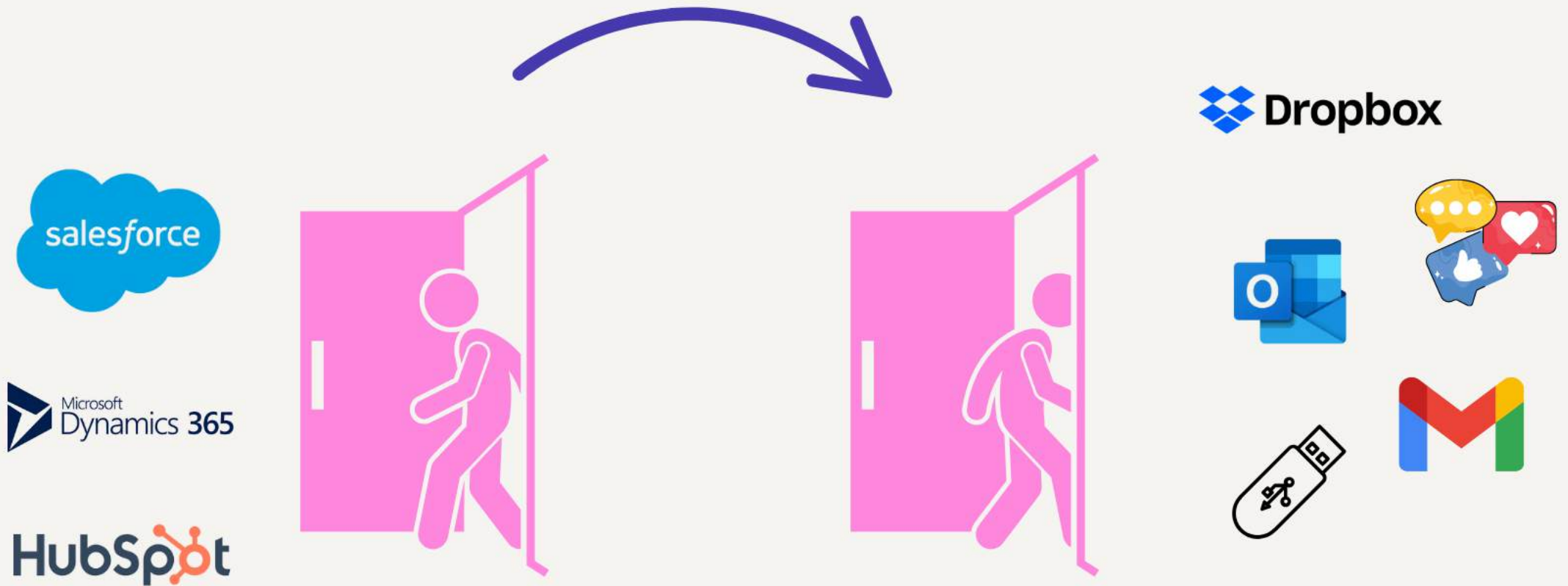- Azure
- Copilot

How does data get in and out?

What does this have to do with AI?

AI Fit Tools

Embedded	Standalone	Owned
Microsoft Copilot	Claude	LLM — LARGE LANGUAGE MODEL
Gemini Google	ChatGPT	
Canva	SEMBLY AI	

AI Fit Tools

Embedded	Standalone	Owned

Has HUB access

Has HUB access

Microsoft Copilot

Claude

ChatGPT

LLM
LARGE LANGUAGE MODEL

Gemini Google

Canva

SEMBLY AI

Has NOT got HUB access

AI Fit Tools

Embedded	Standalone	Owned
Microsoft Copilot	Claude	
Gemini Google	ChatGPT	
Canva	SEMBLY AI	

How can we overcome these risks?

Simplify Your Stack To Get AI Ready

				Microsoft 365	Google Workspace
Project management	asana	smartsheet	monday.com		
Video conferencing	zoom	BlueJeans	Cisco webex		
Collaboration	coda	Prezi	Canva		
Messaging	slack	BROSIX	wickr		
Email	SendGrid	mailchimp	Fastmail		
Content Management	Dropbox	box	EGNYTE		

Simplify Your Stack To Get AI Ready

Microsoft 365   Google Workspace

Project management   asana   smartsheet   monday.com

Video conferencing   zoom   BlueJeans   Cisco webex

*Simplifying your stack will also save you $ on subscription costs, tighten your security and make employee onboarding / training / offboarding HEAPS easier

Collaboration   coda   Prezi   Canva

Messaging   slack   BROSIX   wickr

Email   SendGrid   mailchimp   Fastmail

Content Management   Dropbox   box   EGNYTE

Risk, compliance & data governance.

Embedded AI Tools

You have complete oversight over embedded AI tools because they don't take data out of your environment.

Embedded

Standalone

Hub

Microsoft Copilot

Gemini Google

Claude

ChatGPT

SEMBLY AI
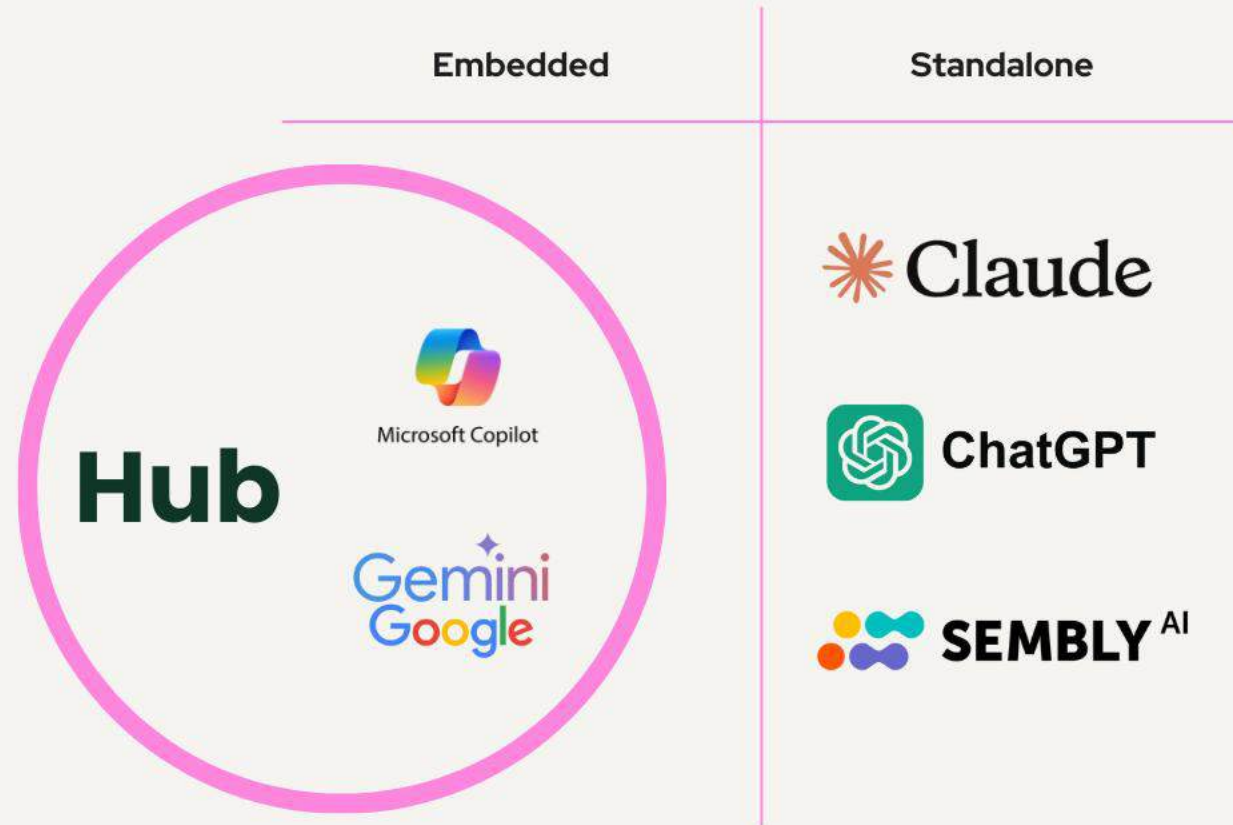
How Do Embedded AI Tools Work?
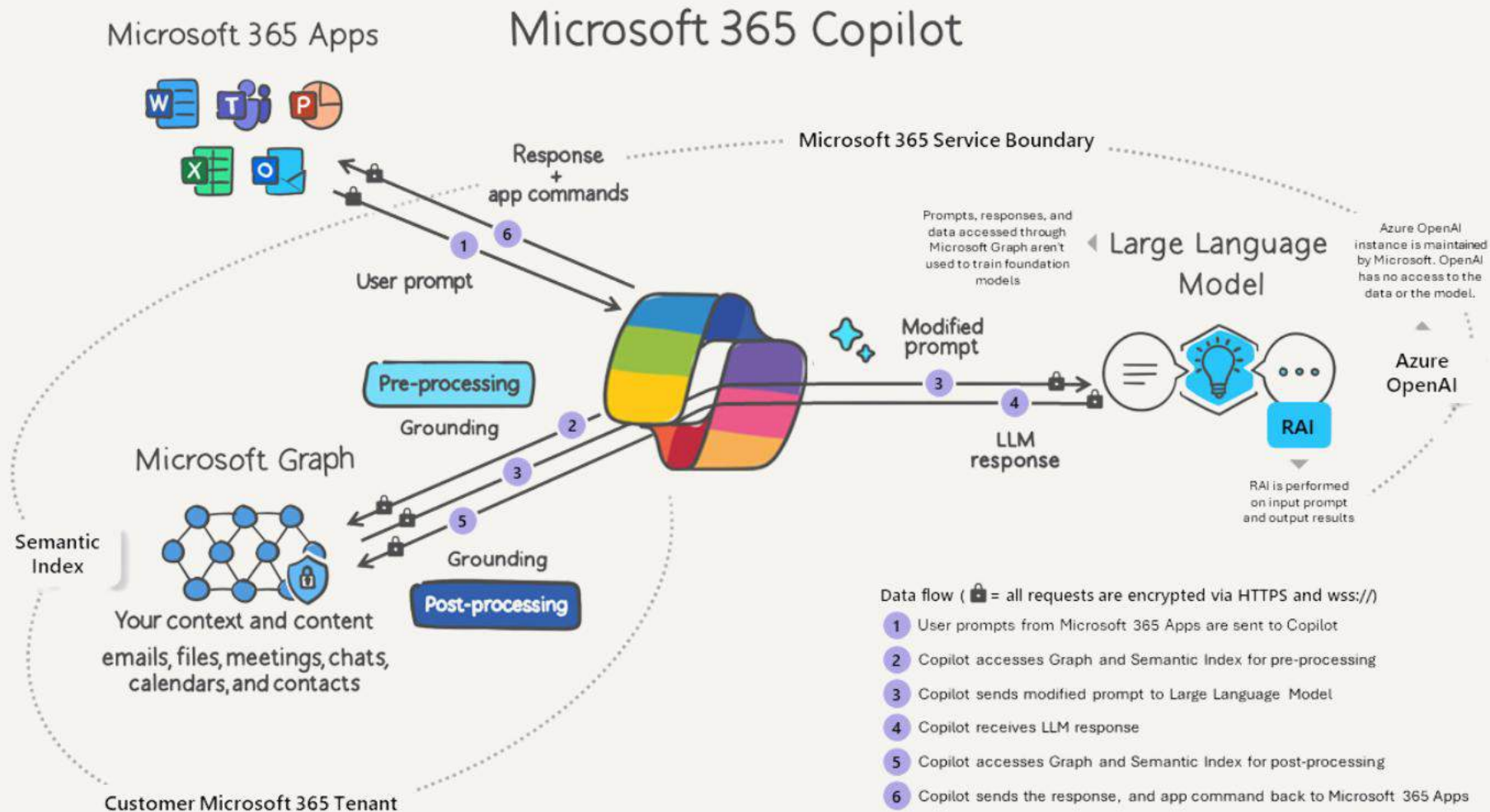
Data Egress - Where AI Becomes Risky

Embedded | **Standalone**

HUB

Microsoft Copilot

Gemini Google

Canva

Claude

ChatGPT

SEMBLY ᴬᴵ

Any data that is stored in your HUB should not be transferred to a standalone AI tool.

Once it leaves your HUB you are not in control of what happens to your data.

m
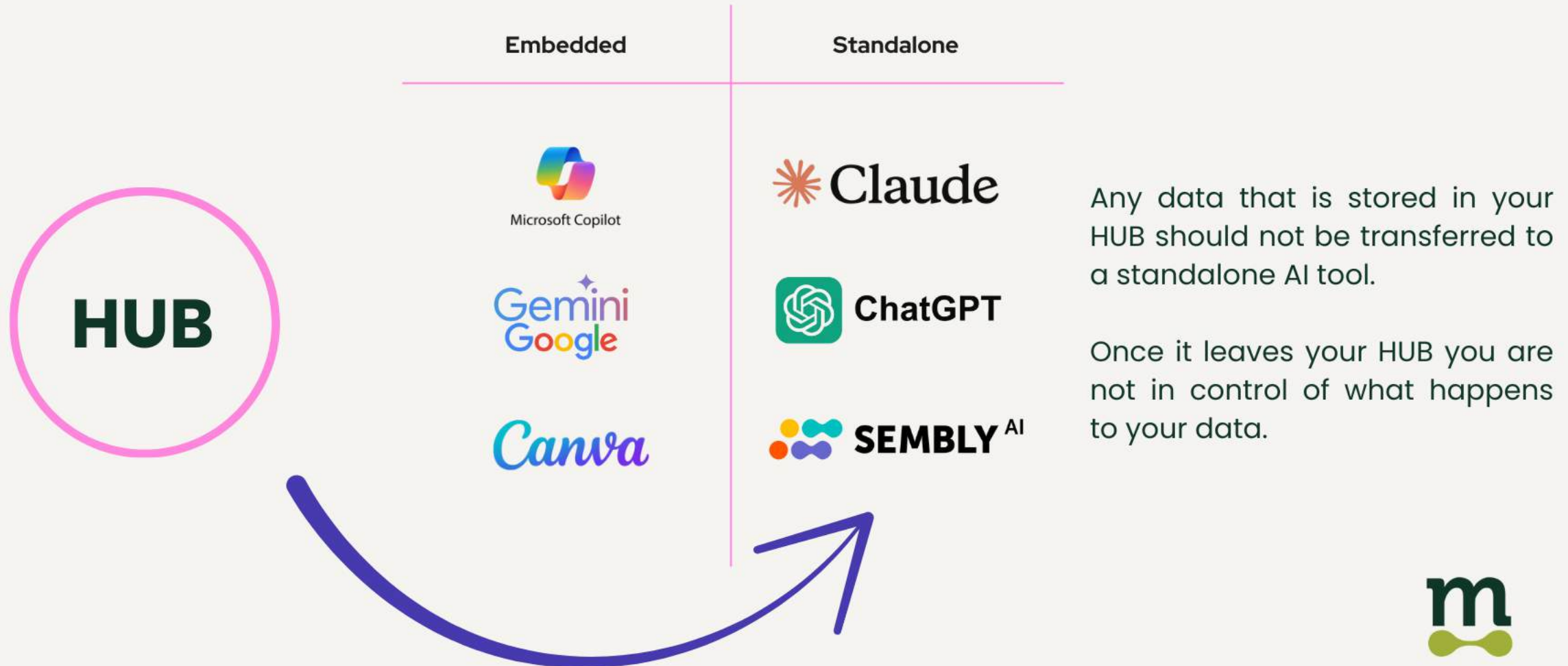
Egress Examples

- API
- User upload
- Connected to data source

Data Egress Challenges

- No visibility
- No auditing
- No knowledge
- Limited enforcement capabilities

Once Data Leaves

- No control
- No data governance
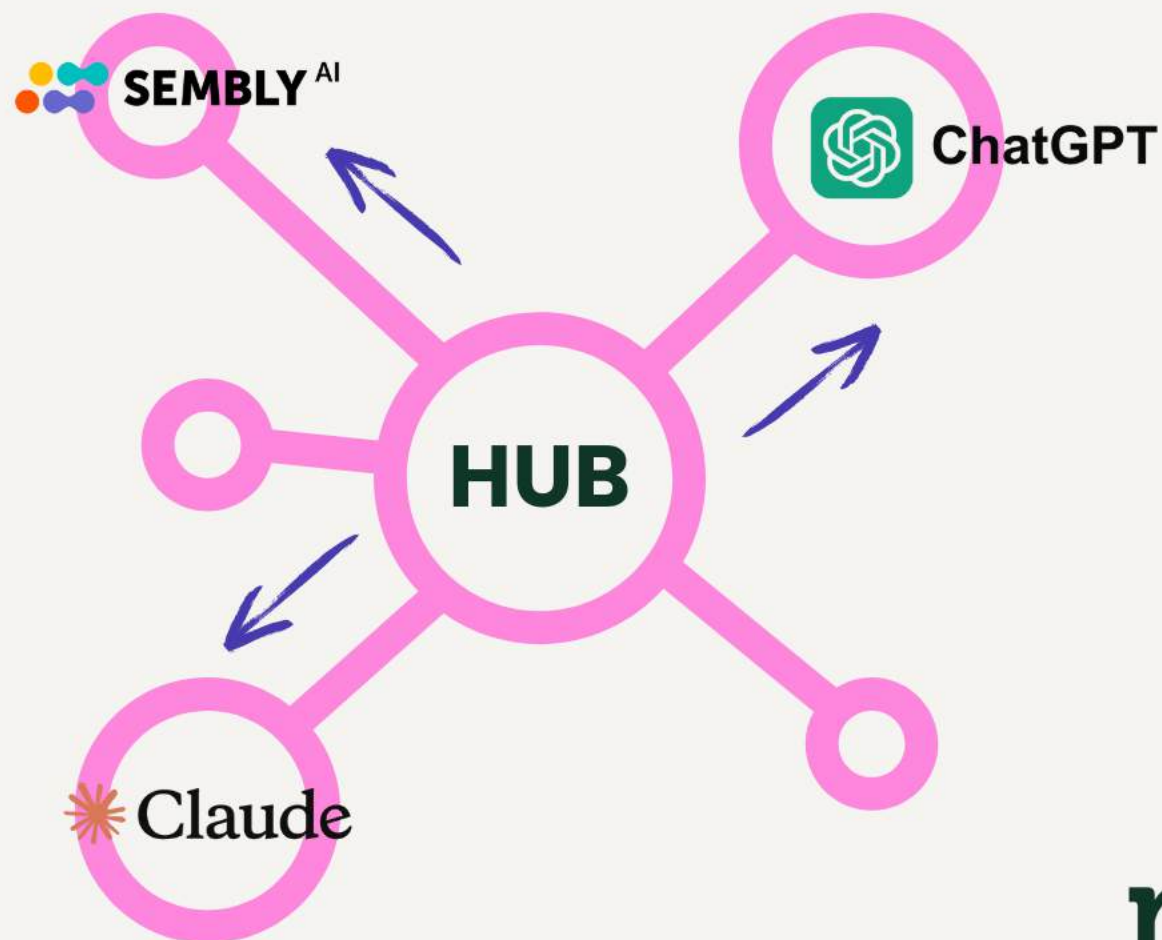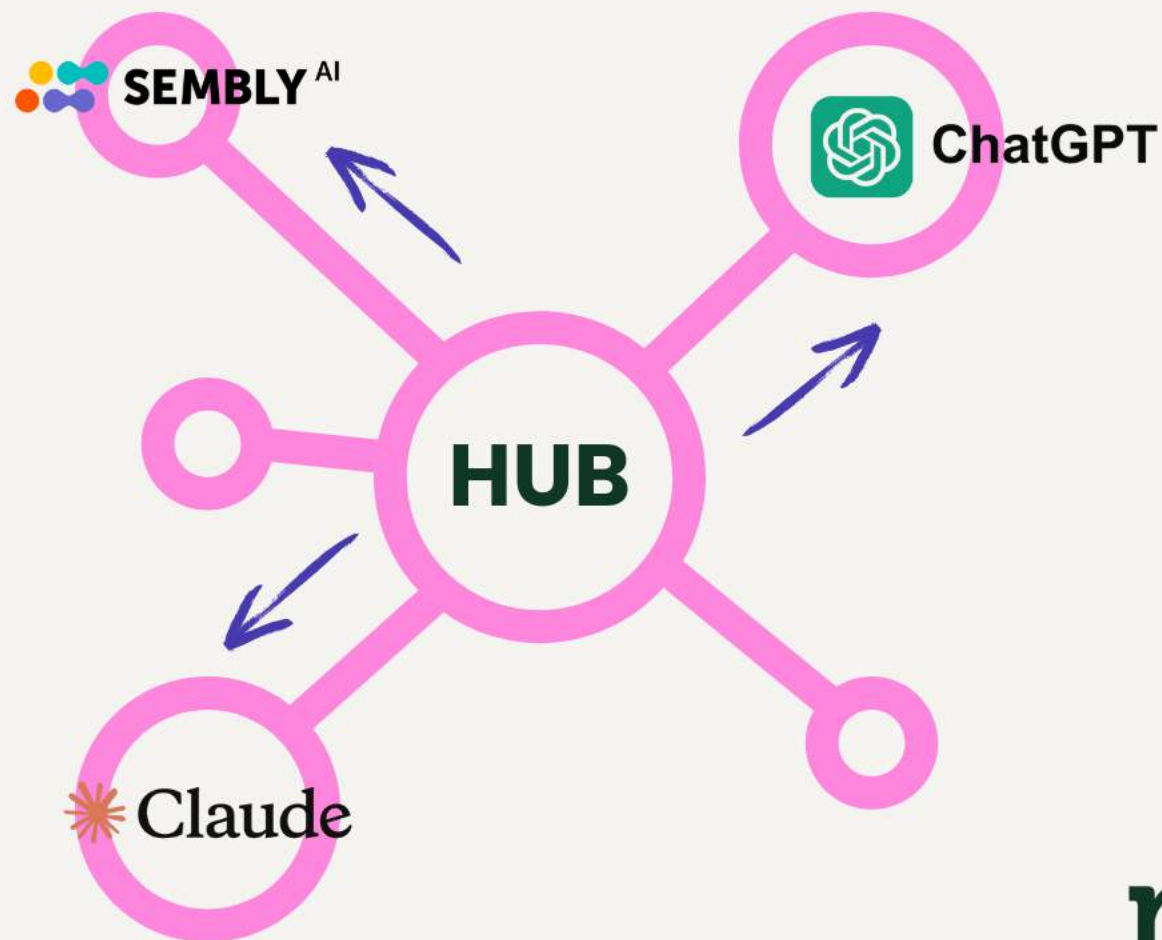- Custodian (Spoke Owner i.e. Chat GPT) becomes the owner of the data and their T&Cs apply
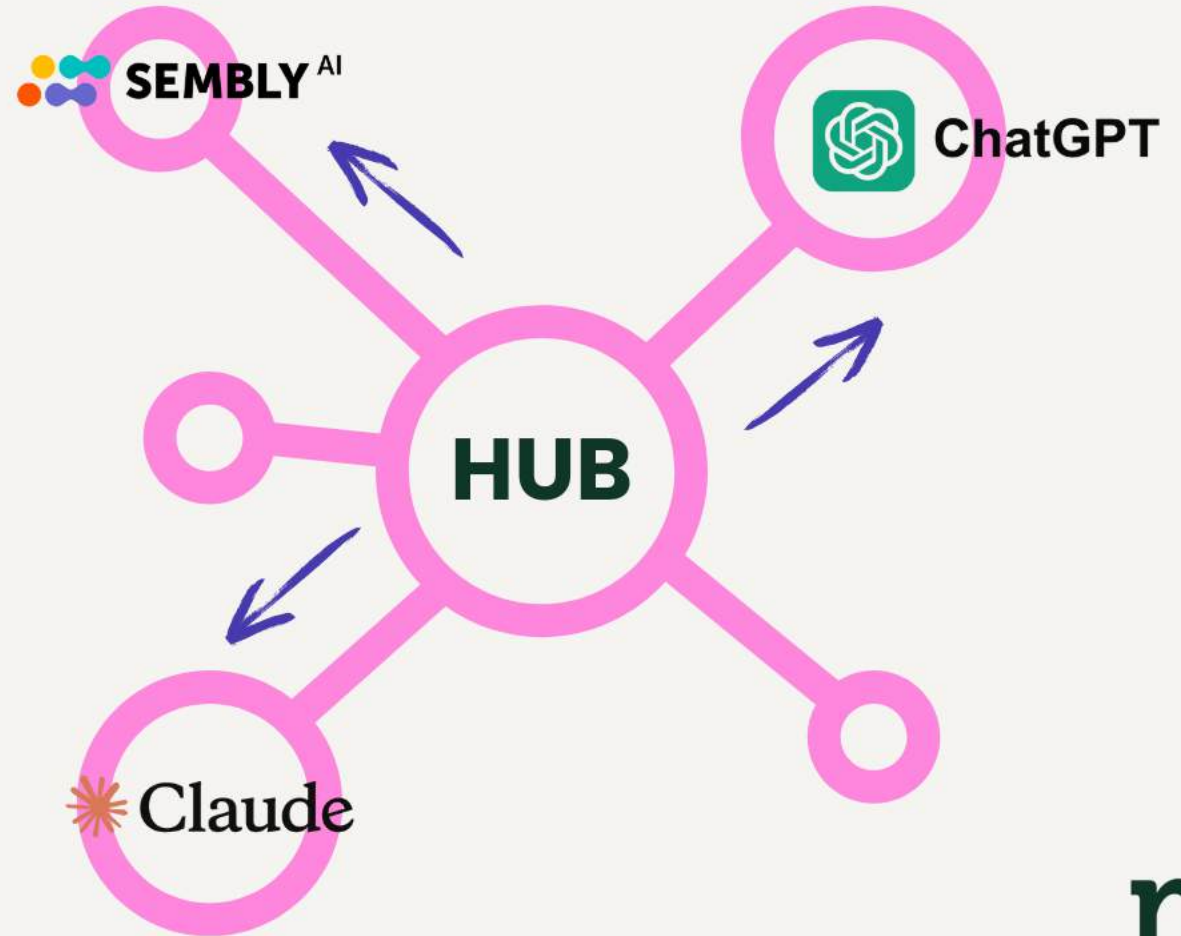
The Risks Of Standalone AI Tools

Standalone

Claude

ChatGPT

SEMBLY AI

- Lose ownership of any inputted data
- You have no oversight of how your employees are using it
- Unmanaged software that your IT provider can't secure

In **summary**, standalone AI tools do have a place! But not for tasks in your day to day workflows.

Defining appropriate usage.

AI Fit Tools
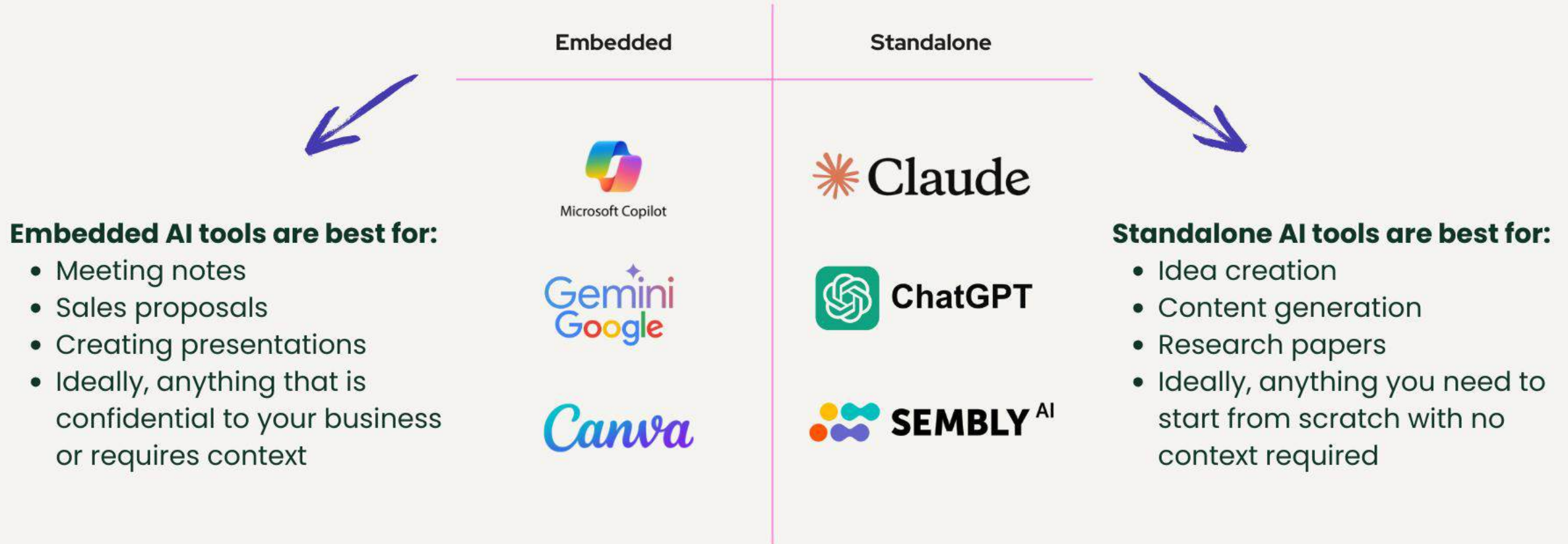
Embedded　　　　**Standalone**

Microsoft Copilot

Gemini Google

Canva

Claude

ChatGPT

SEMBLY AI

Embedded AI tools are best for:
- Meeting notes
- Sales proposals
- Creating presentations
- Ideally, anything that is confidential to your business or requires context

Standalone AI tools are best for:
- Idea creation
- Content generation
- Research papers
- Ideally, anything you need to start from scratch with no context required

Technical considerations for your AI policy.

1. Approved Tools & Use Cases

- List your permitted AI tools and what their intended functions are

Example

- Microsoft Copilot: Embedded in Microsoft 365 apps for summarising emails, drafting documents, and scheduling meetings
- ChatGPT: Used for brainstorming, content generation, and research support

2. Data Privacy & Security

- Specify what data can be entered and how it's protected

Example

- Permitted Data: Publicly available or anonymised data only
- Prohibited Data: Personal identifiers, financial records, health information unless explicitly authorised
- Security Measures: Use of Microsoft DLP and AIP for automatic classification and encryption of sensitive data

m

3. Third-Party Risk

- Address risks from external AI vendors or unmanaged tools

Example

- Non-sanctioned AI tools: Tools not vetted by IT (e.g. AI bots in meetings) pose compliance and liability risks
- Vendor Assessment: External AI providers must undergo a cyber security audit. Check their T&C's align with your Privacy Policy and Terms of Service

m

4. Audit & Logging

- Ensure AI interactions are logged for compliance

Example

- Copilot Logging: Transcriptions and document edits are saved in Teams and can be exported
- Usage Monitoring: IT logs AI tool access and usage patterns for review

5. User Training

- Provide onboarding and ongoing education

Example

- Onboarding Modules: Include AI basics, ethical use, and data handling
- Policy Awareness: Mandatory review of AI policy during induction

6. Incident Response

- Protocols for misuse or data breaches

Example

- Immediate Action: Disable access to AI tools and isolate affected systems

- Notification: Report to IT and legal within 24 hours

- Remediation: Follow the Incident Response Plan and Privacy Act obligation

m

Summary.

People - Process - Technology

In Practice

- **People:** Guide users on how to use AI safely and effectively within governance and policy framework

- **Process:** Ensure policies and procedures are clear and encompassing to ensure compliance and maintained security

- **Technology:** Be intentional with the approved selection of technology to ensure alignment with policies, best practices, and user/customer expectations

People - Process - Technology
The Why

- **People:** Human oversight ensures AI is used ethically, aligns with business goals, and avoids unintended consequence

- **Process:** Structured workflows and governance frameworks guide responsible AI deployment and maintain compliance

- **Technology:** Robust, secure platforms enable scalable AI capabilities while protecting data integrity and privacy

m

Key Takeaways.

4 Action Items & Key Takeaways

1. Simplify and rationalise your the software you are using. Try and stick with the tools & apps available within your Microsoft and Google tenant.

2. Speak with your IT provider about your Data Governance: standards / data quality / security.

3. Make AI available to your team! If you don't, then they will use it anyway, and it won't be done securely with embedded tools.

4. Work with your IT provider to ensure you have sanctions in place and take these to your lawyer to turn them into an AI policy.
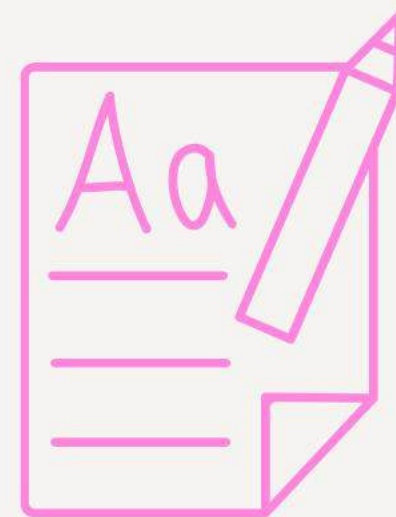
Thank you for *joining us.*

Email
hi@myrt.ec

Phone
1300 159 864

Socials
@myrtec

Website
myrtec.com.au

myrtec

Managed IT + Technology Advisory.

a. Newcastle | Maitland | Central Coast
w. myrtec.com.au
p. 1300 159 864
e. hi@myrt.ec

Watch our case study.