

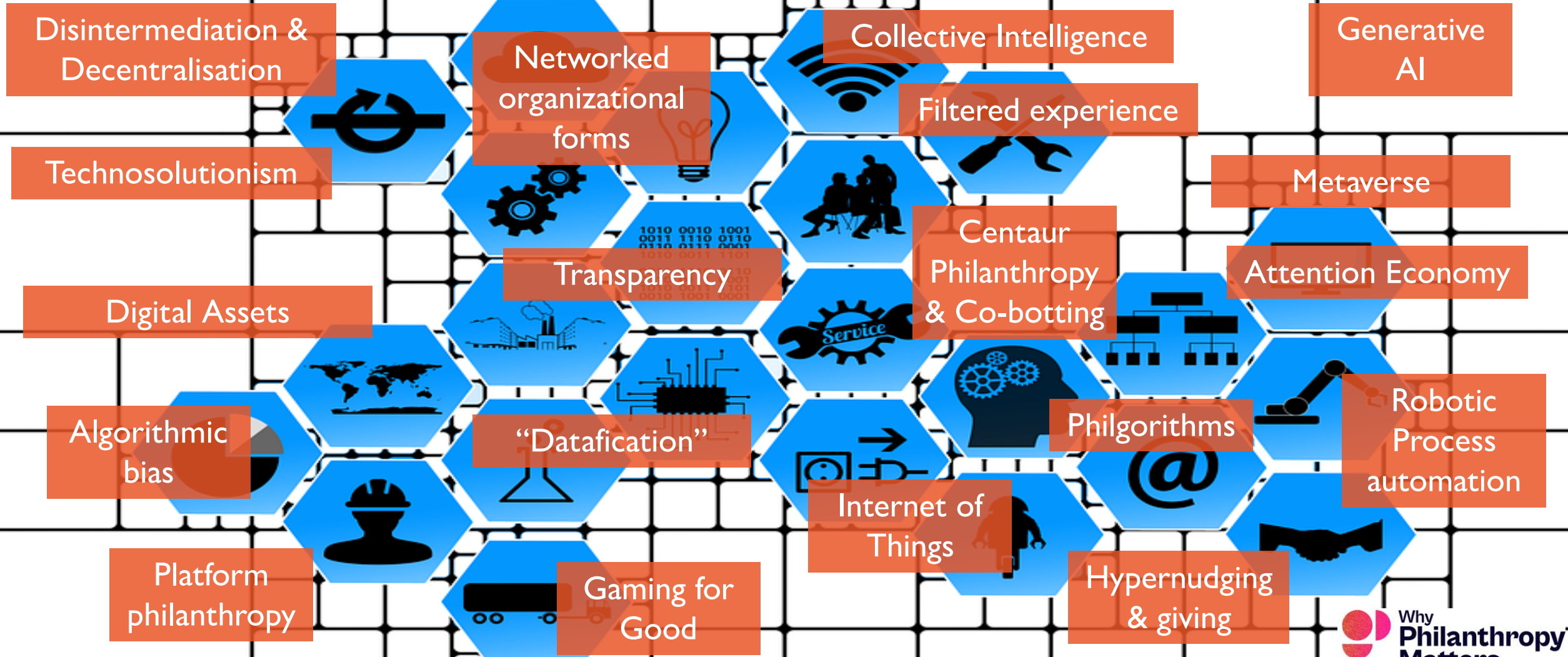


Technology Trends: What Funders Need to Know

Rhodri Davies
Director, Why Philanthropy Matters

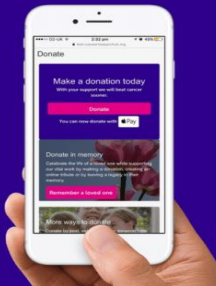


TECHNOLOGY TRENDS FOR PHILANTHROPY



PLATFORMS

You can now donate with **Apple Pay**



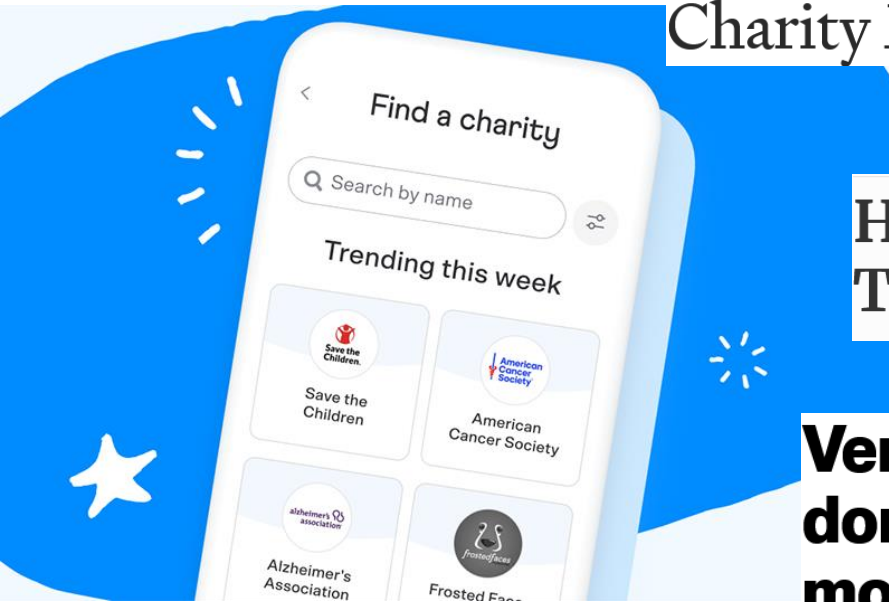
We're expanding the ways you can donate to help us beat cancer sooner. To find out more, go to cruk.org/donate.

Android users can now donate to charities through the Google Play Store

ByteDance mirrors Tencent and Alibaba with Charity Day launch

The Giving Apps: How Venmo and Cash App Upended a Century-Old Charity Model

How China's Social Media Giant Tencent Is Shaking Up Traditional Philanthropy



Hip-Hop Helps Cash App Disrupt The \$450 Billion Charity Space

Venmo adds in-app charitable donations, redesigned 'send money' screen



THE PLATFORMISATION OF PHILANTHROPY

Venmo Temporarily Blocked Donations To A Mutual Aid Group Supporting Migrants Bused To D.C.

LGB Alliance removed as approved charity on Twitch after complaint

GoFundMe trucker convoy issue latest example of platform wading into controversy

Blackbaud faces backlash for working with NRA

PayPal and Twitter abused in Turkey relief donation scams

Fake charities use social media as scamming platform of choice

TikTok making money from Syrian children begging on livestreams

Charity TikTok Videos Put an Uncomfortable Spin on Morality

**PLATFORMS:
NEW
CHALLENGES**

GAMERS AS GIVERS?

Gamers and Streamers Raise \$22+ Million for Charity, Flipping the Script on Gaming Culture

Gamers are becoming a powerful source of philanthropic donations

➤ 63% would use funds from online wallets to donate

➤ 58% interested in donating while playing

➤ 67% would join other gamers to raise funds for charity

'Geek philanthropy': the gamers raising millions through marathon live streams

Twitch is launching a new charity fundraising tool

Source: CAF Gaming for Charity survey (2017)

YOUTUBE PHILANTHROPY

YouTube star MrBeast rethinks old notions of philanthropy



MrBeast Cured The Blind,
And Sparked A Fierce Ethics
Debate

MrBeast's latest philanthropic video eclipsed 50 million views at breakneck speed



**'They filmed me without my consent':
the ugly side of #kindness videos**

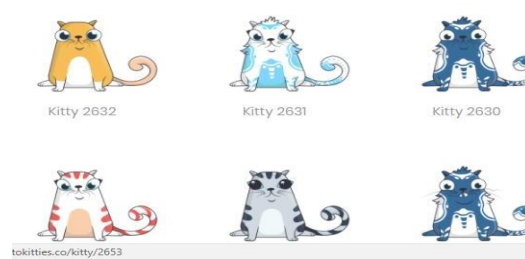
Meet India's MrBeast
— selfless saint or
fame-hungry vlogger?

DIGITAL ASSETS

Cryptocurrencies



NFTs & Unique Digital Objects



Damien Hirst to join NFT art sale trend after \$69m Beeple auction



Bill Murray raised nearly \$200,000 worth of crypto for charity—a hacker stole it almost immediately

What are NFTs and why are some worth millions?

DIGITAL ASSETS

IMMERSIVE TECH

VIRTUAL & AUGMENTED REALITY

Virtual reality lets adults see neglect and abuse through a child's eyes



Virtual Reality, The Empathy Machine



A WALK THROUGH DEMENTIA

PRESENTED BY ALZHEIMER'S RESEARCH UK



Virtual reality can help make people more compassionate compared to other media, new Stanford study finds

METAVVERSE

Comic Relief launches metaverse fundraiser to fight poverty



THE METAVVERSE



Can The Metaverse Fix Our Generosity Crisis?

ARTIFICIAL INTELLIGENCE: THE OPPORTUNITY

WHAT ARE WE TALKING ABOUT & WHY?

Key factors in recent AI growth:

1) More powerful tools
(Deep Learning, LLMs, GANs etc)

2) Data explosion

3) Greater processing power

4) Growing investment

NB:
Narrow/*Domain Specific* AI, not Artificial General Intelligence (AGI)



YES



NO



ChatGPT gained 1 million users in under a week. Here's why the AI chatbot is primed to disrupt search as we know it

Introducing ChatGPT

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its challenge incorrect premises, and reject inappropriate requests.

Generative AI is here: How tools like ChatGPT could change your business

ChatGPT Will Change Housework

How ChatGPT and similar AI will disrupt education

Large, creative AI models will transform lives and labour markets

Oxford and Cambridge ban ChatGPT over plagiarism fears but other universities choose to embrace AI bot

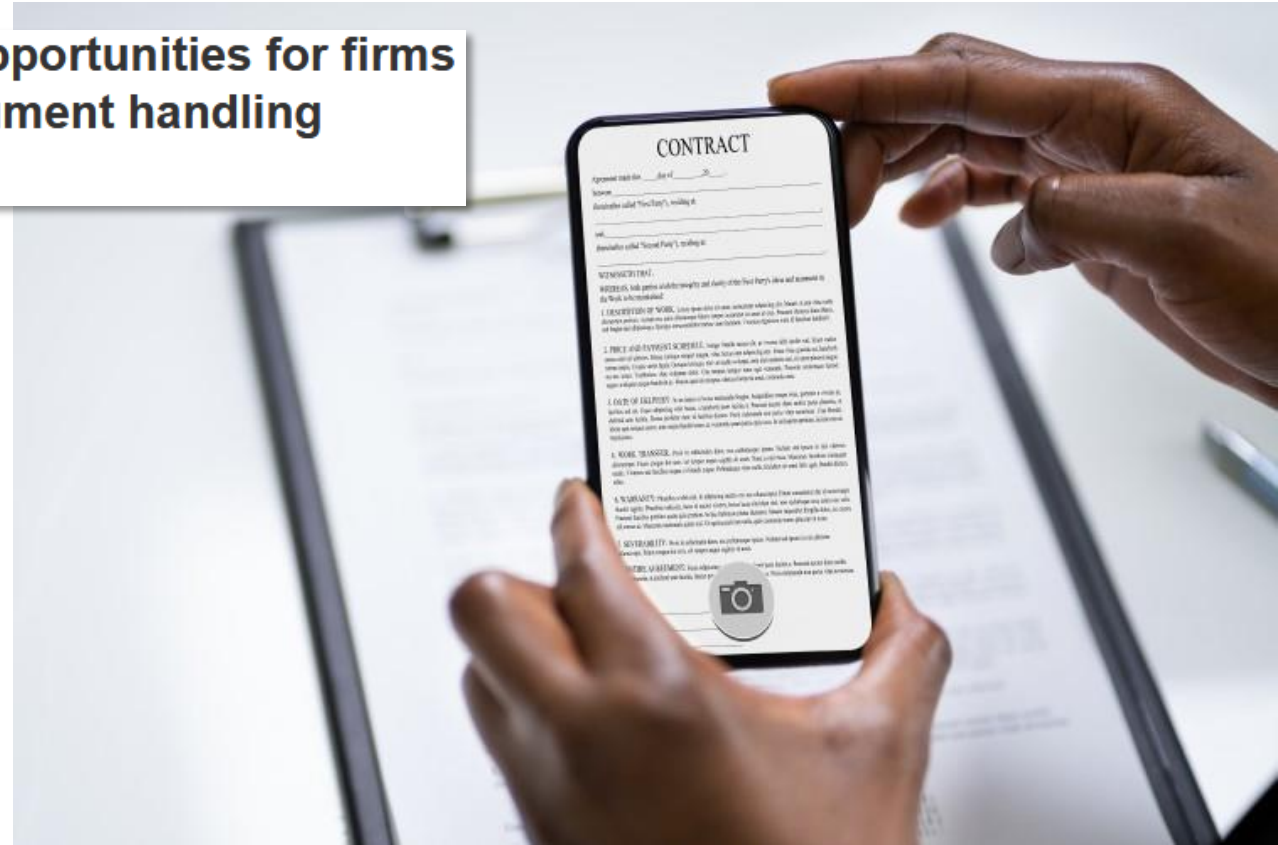
CHATGPT

PROCESS AUTOMATION: OCR & DATA CAPTURE



AI offers a galaxy of opportunities for firms with high volume document handling workloads

Excel for iPhone now lets you take a picture of a spreadsheet and import it



OCR (Optical Character Recognition) with world-class Google Cloud AI

Extract text and data from images and documents, turn unstructured content into business-ready structured data, and unlock valuable insights.

ROSSUM

Rossum's intelligent document processing platform will drive efficiency by eliminating 98% of manual work while delivering an average accuracy rate of 96%.



OTHERSIDEAI

Productivity magic in your inbox.

OthersideAI takes in a simple summary of what you want to say and generates a perfect email in your unique style.



World's #1 AI-Powered Presentation Generator

↩ durable

Build a website in 30 seconds with AI.



Scheduling AI

Share a link to time options or tell x.ai to send them directly to your guests.



SummarAlze repurposes your content from audio and video into engaging, shareable social posts, email content, summaries, quotes, and more!



The Content Creation Platform for Marketers

Generate ad copy, blog posts, landing pages, social media content, and more using AI. All the content on this site was created with Broca!

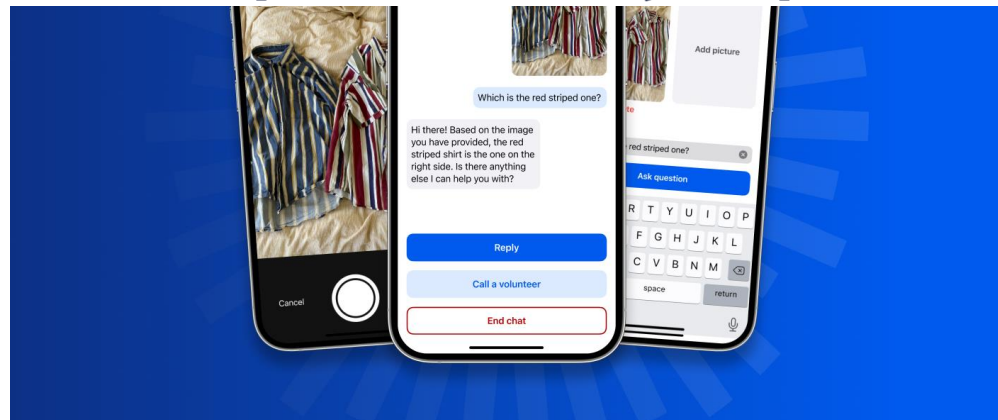


Use Looka's AI-powered platform to design a logo and build a brand you love.

AI PRODUCTIVITY TOOLS




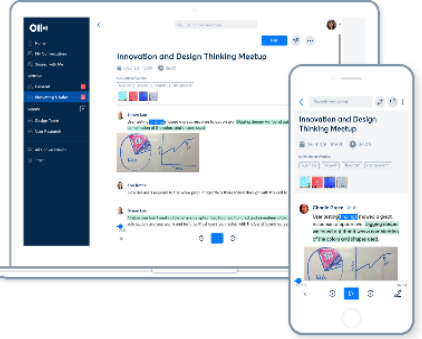
Be My Eyes introduces AI app to help the visually impaired



Microsoft announces AI-powered Teams speakers with titanic transcription abilities




AI-Powered Screen-Reader and Keyboard Navigation Accessibility Adjustments



Otter is where conversations live

Generate rich notes for meetings, interviews, lectures, and other important voice conversations with Otter, your AI-powered assistant.

[Get started](#)

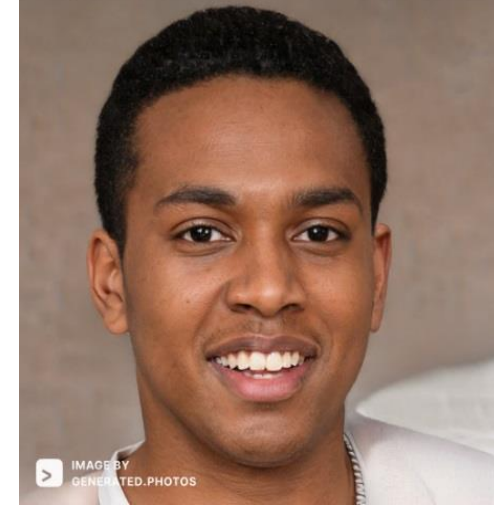
Translate this: How real-time translation breaks down barriers when you don't speak the language

by Edward C. Baig, Usa Today

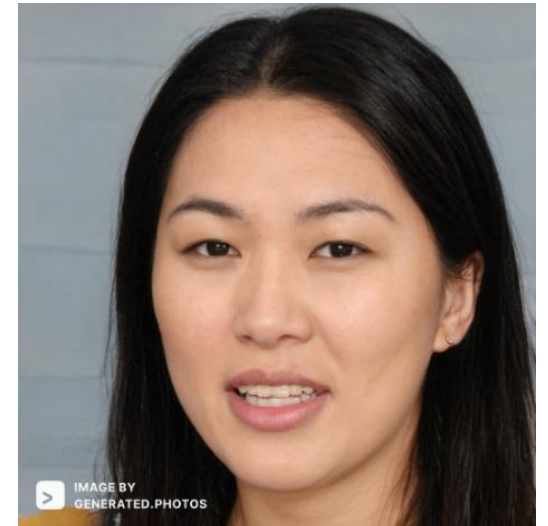
Cisco's Webex debuts real-time translation from English to 100+ languages

Targeted at organizations with global workforces, the new feature will help Webex users overcome language barriers

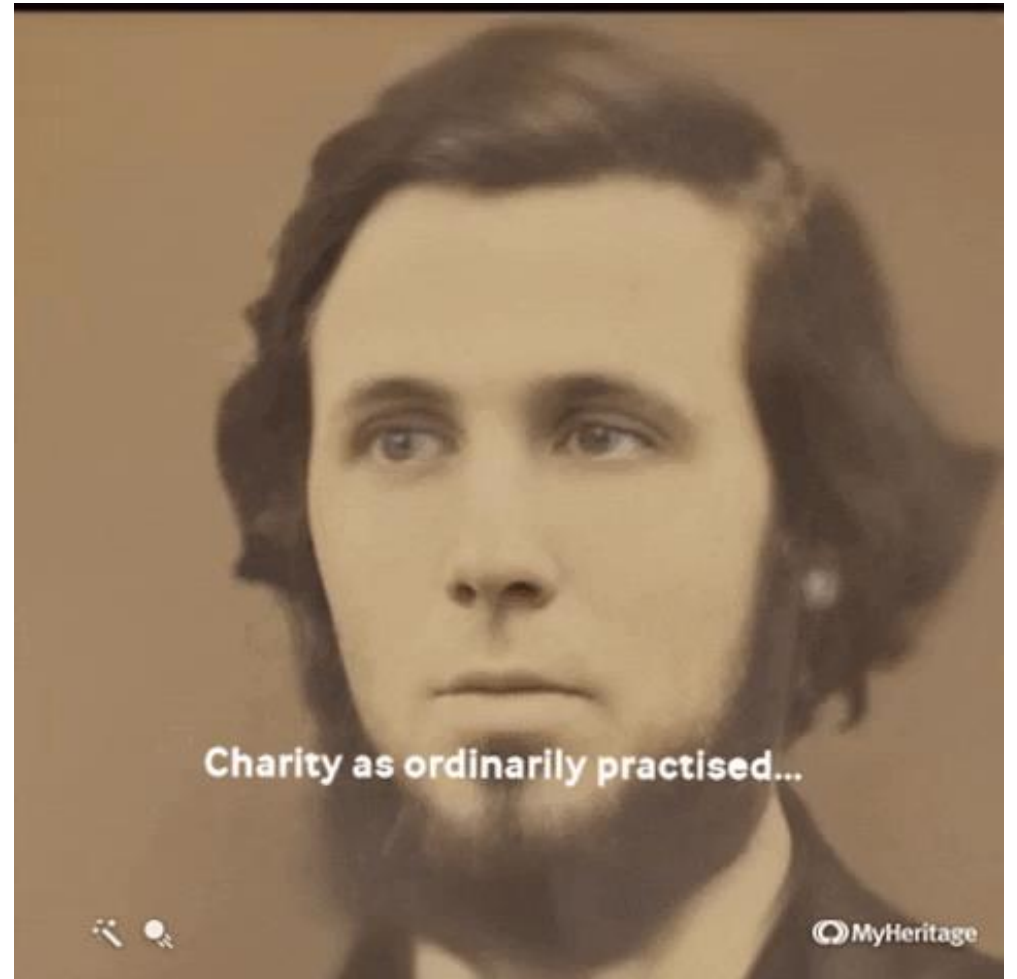
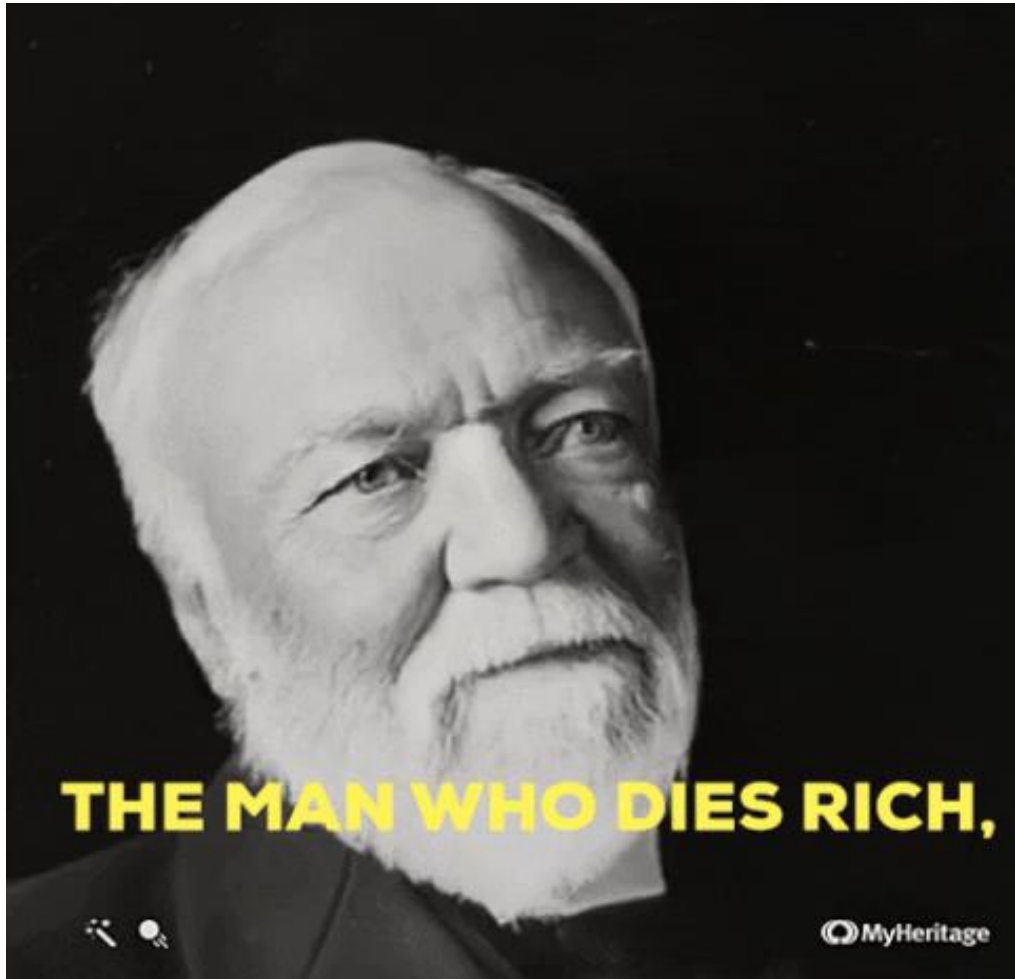
GENERATIVE AI: CONTENT & CREATIVITY



What do all these people have in common...?



GENERATIVE AI: CONTENT & CREATIVITY



R

write a grant proposal to a Yorkshire-Based charitable foundation from a small charity working in Leeds that works with children and young people and is trying to get core operating support

Programs and Services:

At [Your Organization's Name], we have developed a range of programs and services that directly address these challenges and provide holistic support to children and young people.

Our key initiatives include:

1. **Educational Support:** We provide after-school tutoring, mentoring, and academic enrichment programs to help children and young people excel academically and build essential life skills.
2. **Emotional Well-being:** We offer counseling, therapy, and workshops focused on mental health, emotional resilience, and coping strategies to help young individuals navigate challenges and build healthy relationships.
3. **Youth Empowerment:** Through leadership development, entrepreneurship training, and career guidance, we empower young people to unlock their potential, pursue their dreams, and become active contributors to society.
4. **Recreational Activities:** We organize sports, arts, and cultural activities that promote physical health, creativity, and social integration, enabling young individuals to explore their interests and develop new passions.

Request for Core Operating Support:

We are seeking a grant of [Amount Requested] to support our core operating expenses, which include staff salaries, program materials, facility maintenance, and administrative costs. This funding will enable us to continue delivering our programs effectively, expand our outreach efforts, and enhance our organizational capacity.

Impact and Expected Outcomes:

With your support, we aim to achieve the following outcomes:

1. Increased educational attainment and improved academic performance among children and young people in Leeds.
2. Enhanced emotional well-being and resilience, leading to improved mental health outcomes.
3. Empowered young individuals equipped with essential skills, knowledge, and opportunities for personal and professional growth.
4. Increased social inclusion, community engagement, and cultural awareness among children and young people.

CHATGPT & GRANTMAKING

GENERATIVE AI: ACCELERATING CAPABILITIES

Meet GPT-3. It Has Learned to Code (and Blog and Argue).

The latest natural-language system generates tweets, pens poetry, summarizes emails, answers trivia questions, translates languages and even writes its own computer programs.

This AI used GPT-4 to become an expert Minecraft player

GPT-4 Beats 90% Of Lawyers Trying To Pass The Bar



GPT-4 has arrived. It will blow ChatGPT out of the water.

If you're thinking about writing your own pitch deck, think again. GPT-4 outshines humans in securing funding and impressing business owners, survey shows

The brand new 'South Park' episode was partly written by AI

OpenAI's GPT-4 Model Can Ace The SAT, Pass The Bar, And Explain Memes

“CENTAUR” PHILANTHROPY?



Human

+



Machine

=



Centaur

Charity Applications

As of 2022, 39 percent of people in UK 16+ years old own a smart speaker.

The Intelligent Virtual Assistant Market is forecast to be worth \$14 Billion by 2030 (up from £3bn in 2022).

amazon

Awareness



Meet the chatbot that simulates a teen experiencing a mental health crisis

Meet Yeshi, A Bot Launched By Lokai And Charity: Water To Bring Awareness To The Water Crisis

London charity harnessing artificial intelligence to improve young people's mental health

Info & Advice



IS THIS OK?

NDCS: Alex

National Deaf Children's Society's AI Chatbot Alex, created to offer information and support for childhood deafness

Donations

How to Donate to Charity Through Amazon Alexa this Holiday:

The British Heart Foundation becomes the first UK charity to collect donations through Amazon Alexa

Macmillan launches smart speaker campaign to drive donations with Actionable Audio Ads

Alexa, Open Race for Life

CHATBOTS & CONVERSATIONAL AI

ADVICE & RECOMMENDATIONS



Search Sophia Ciocca

MADE FOR SOPHIA

Discover Weekly

Your weekly mixtape of fresh music. Enjoy new discoveries and deep cuts chosen just for you. Updated every Monday, so save your favourites!

Made for **Sophia Ciocca** by Spotify • 30 songs, 2 hr 3 min

PLAY **FOLLOWING** **FOLLOWER 1**

NETFLIX Browse DVD

Top Picks for Joshua

Breaking Bad SING THE FOSTERS

Trending Now

shameless Schitt's Creek ORANGE IS THE NEW BLACK

Watched Narcos

AR GOMORRAH PABLO ESCOBAR

We are increasingly accustomed to algorithmic recommendations

amazon.co.uk Try Prime

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The Tonight Show Starring Ji...
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BRAINY DOSE
417K views • 9 months ago

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May's Proposed Brexit Deal Explained - Explaining Brexit
TLDR News
702K views • 1 week ago

Funny Amazon Alexa Commercial 2018 ★ All Alexa 3:38
Funny Amazon Alexa Commercial 2018 ★ All Alexa
NowinOnline
212K views •

Why Philanthropy Matters

Charity recommendations based on past preferences or peer group behaviour

*"Hey! If you liked
Cancer Research
UK, you'll love
RNLI!"*



RECOMMENDER
ALGOS FOR
GIVING

ARTIFICIAL INTELLIGENCE: THE CHALLENGES

Radio Host Sues OpenAI for Defamation, Alleging ChatGPT Chatbot Invented False Legal Accusations About Him

Australian Mayor Threatens to Sue OpenAI for Defamation by Chatbot

ChatGPT cooks up fake sexual harassment scandal and names real law professor as accused

**CHATGPT:
LIAR, LIAR?**

Eating Disorder Helpline Takes Down Chatbot After It Promotes Disordered Eating

"This robot causes harm."

Lawyers in the United States blame ChatGPT for tricking them into citing fake court cases

A lawyer used ChatGPT and now has to answer for its 'bogus' citations

An Eating Disorder Chatbot Is Suspended for Giving Harmful Advice



Reference

Our Result

**You thought fake news was bad?
Deep fakes are where truth goes to die**

The Era of Fake Video Begins



Source Actor

Real-time Reenactment

Reenactment Result

Target Actor

UN report highlights 'serious and urgent' concerns about AI deepfakes



China's Google Equivalent Can Clone Voices After Seconds of Listening



AI Deepfakes of True-Crime Victims Are a Waking Nightmare

Mother 'made deepfake videos to frame daughter's cheerleader rivals

DEEPFAKES & AUTHENTICITY

ALGORITHMIC BIAS

When algorithms are trained using data sets that contain statistical biases for e.g. race, gender, they exhibit and strengthen those biases over time

Getting out of jury duty is easy. The trick is to say you're prejudiced against all races.



Concerns over biased algorithms grow as computers make more decisions

Racism And AI: Here's How It's Been Criticized For Amplifying Bias

Google turns off ability to search photo collections for gorillas over racist AI

UK police are using AI to inform custodial decisions – but it could be discriminating against the poor

An algorithm intended to reduce poverty might disqualify people in need


If we're not careful, AI recruitment could institutionalise discrimination

Is your software racist?

There's a fly in the ointment of 'smart government': The emerging problem of biased algorithms. Politicians are struggling to catch up.

Biased Algorithms Are Everywhere, and No One Seems to Care





All the latest on philanthropy
and more at
whyphilanthropymatters.com