

Navigating Change

Will Digital Innovation Reshape the
Charity Sector?



Jonathan Chevallier
CEO

We help other charities to be more digital through:

- 1) Exclusive access to discounted and donated technology
- 2) Access to free-of-charge educational resources

<https://bit.ly/charitydiscount>

Digital and Cost of Living Crisis



Cost of living crisis is a challenge to use of digital for 27% of charities

30% spending less on digital tools

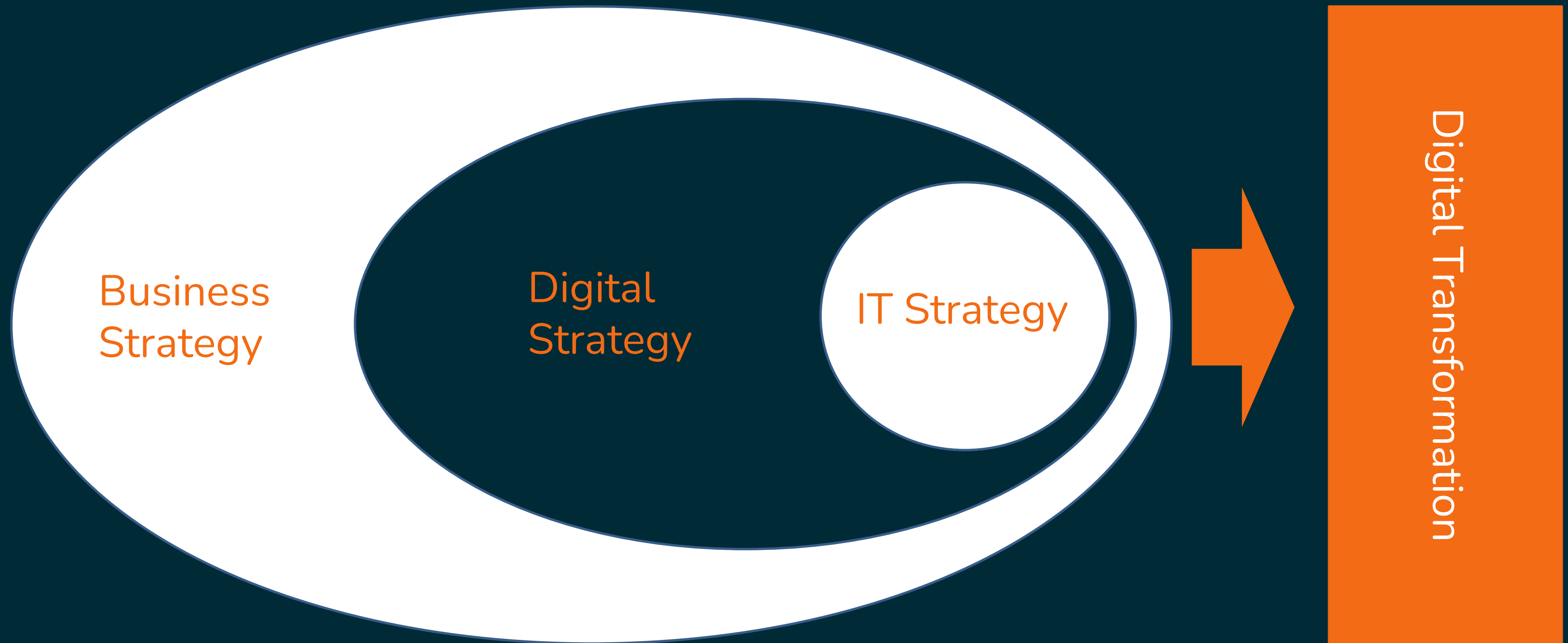


Retention of digital capacity linked to digital maturity

39% are exploring how to use digital to work more efficiently and effectively



Strategy's role in directing digital transformation is vital



Leadership

- 56% of charities staff would like a clear vision of what digital could achieve from their leaders
- 43% would like their leaders to develop and embed a good digital strategy

Leadership – expert v enabling



Expert



Enabling

Focus	Knowledge & expertise of leader	Empowering & supporting
Role of leader	Directive	Facilitating the team
Decision making	Leader is primary decision maker	Team members make decisions
Skill development	Leaders knowledge is developed and imparted to team	Develop skills and capabilities of the team
Collaboration	Hierarchical, directed by leader	Collaborative decision making
Adaptability	Limited by leader's domain	Team take ownership & adapt
Trust	Based on leaders knowledge	Empowered team members

Charity Digital Code of Practice

1

Leadership



Leaders with a clear vision for digital will help their charities be relevant and sustainable.

3

Culture



Your values, behaviours and ways of working should create the right environment for your charity to succeed in digital

6

Risk and ethics

Determine and manage any risks involved in digital, and consider ethical issues



Users

2

Your beneficiaries and other stakeholders' needs should be the starting point for everything you do digitally



Strategy

4

Be ambitious about how your charity can use digital to achieve its vision and mission



5

Skills

Digital skills should be represented at all levels of your charity



7

Adaptability

Charities will need to adapt to survive and thrive as digital changes how everyone lives and works

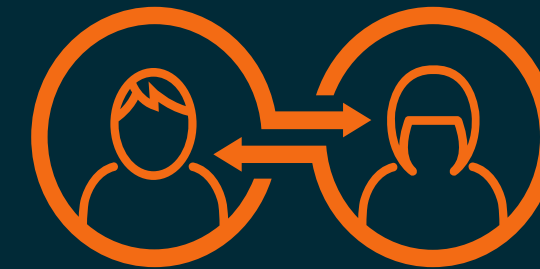


www.charitydigitalcode.org

Top charity uses of generative AI



Content
creation



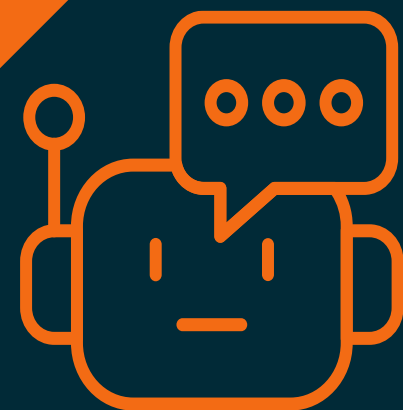
Donor &
volunteer
matching



Personalised
impact reports



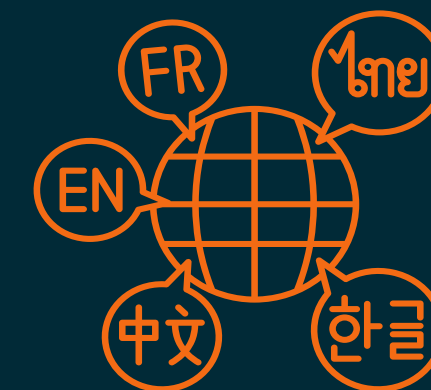
Grant proposal
writing



ChatBot for
support and
information



Data analysis
and insights



Language
translation and
localisation

Introducing the panel

Ren Yi Hooi, Chief Executive, Lightning Reach

Jodie Gill, Chief Operating Officer, caba

Isobel Thomas, Head of Community Engagement and Experience, Good Things Foundation

Alison Davies – Head of Service Development and Delivery, Family Fund
