

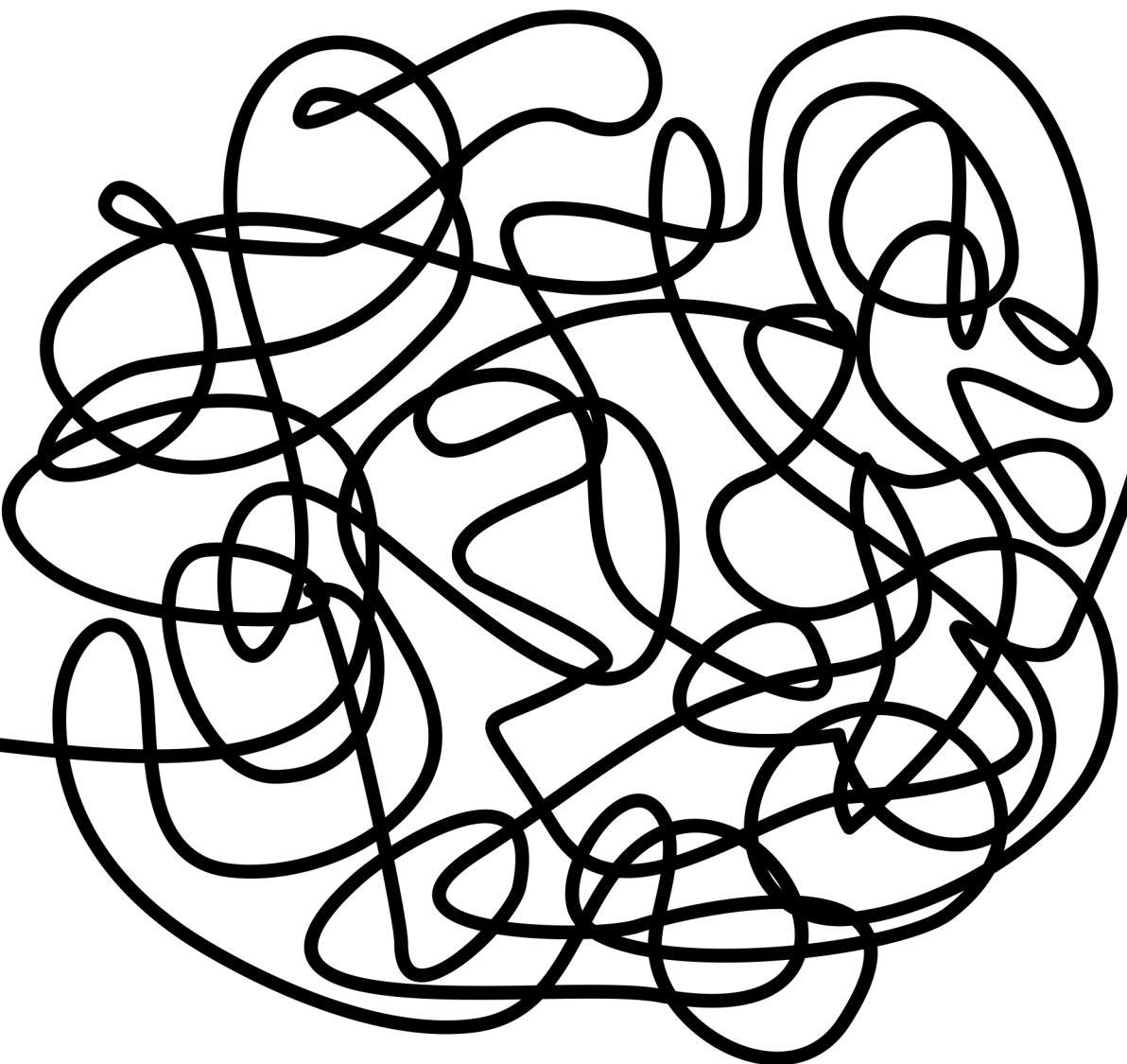
# CLAIMING NONPROFIT'S SEAT

AT THE  
AI TABLE

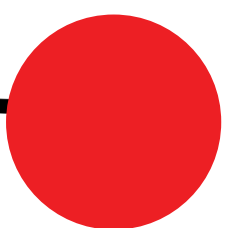


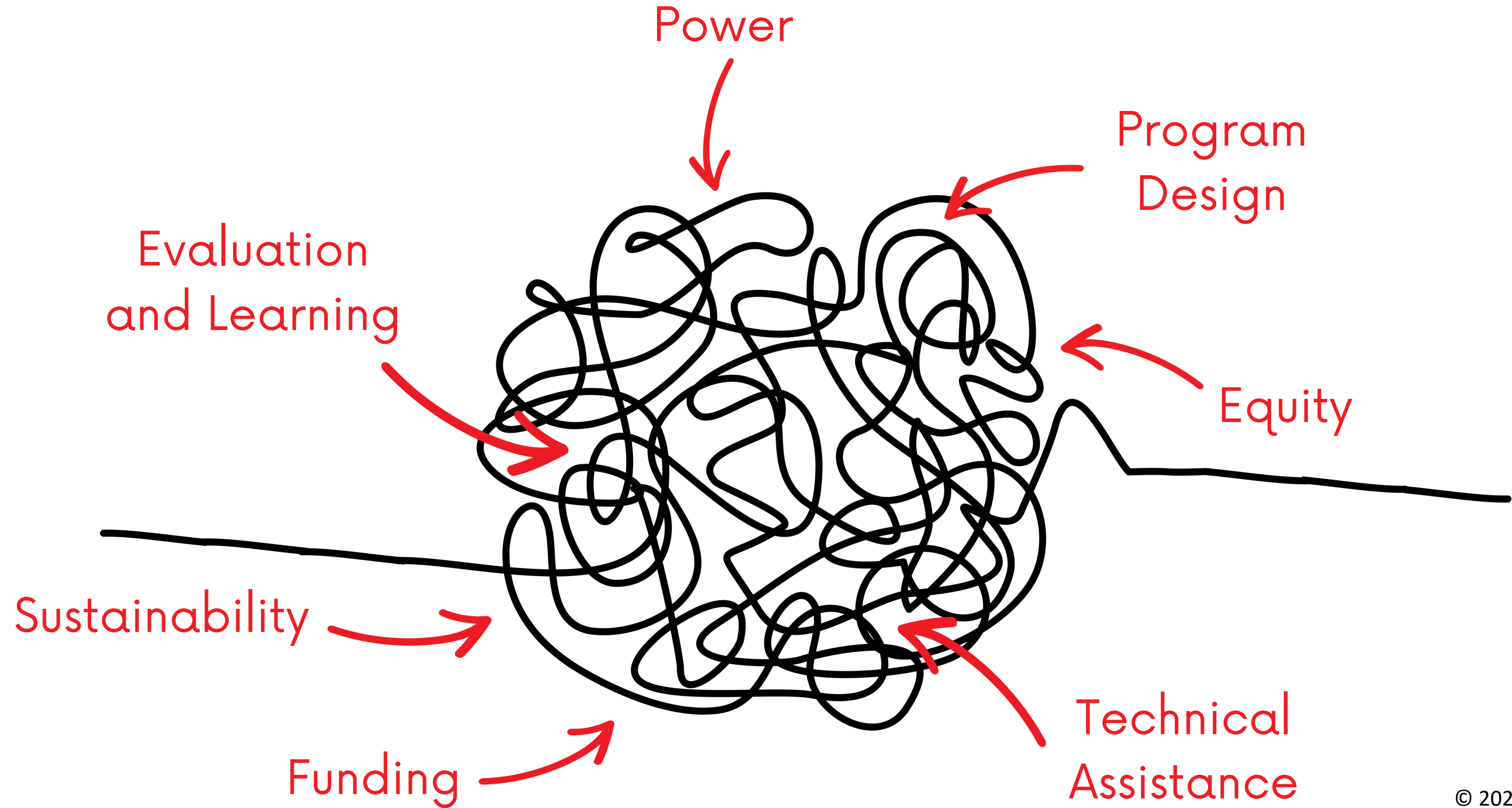
Emily Yu  
Founder and CEO

Start

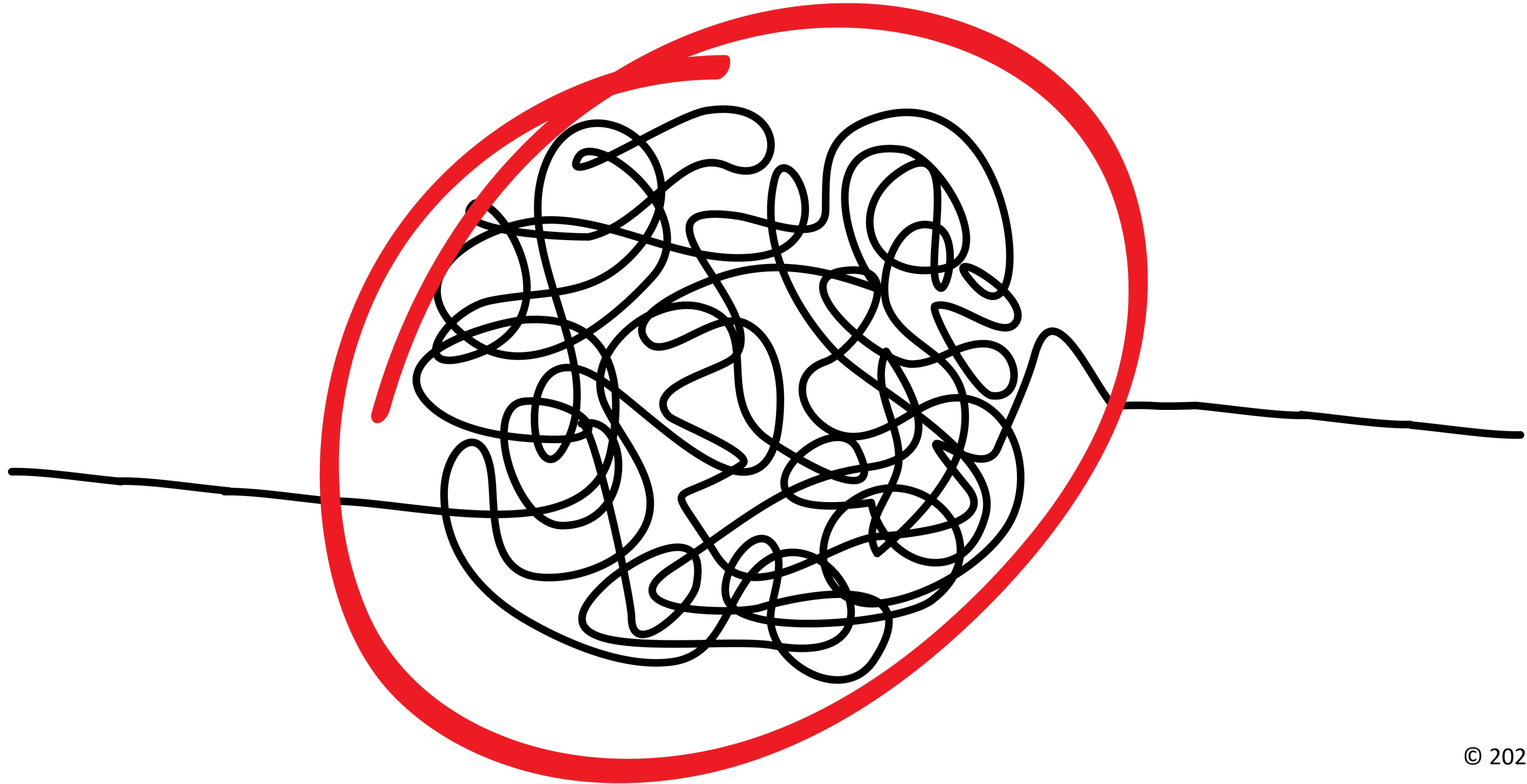


End





# The Magic Middle







# 500 Grant Reports



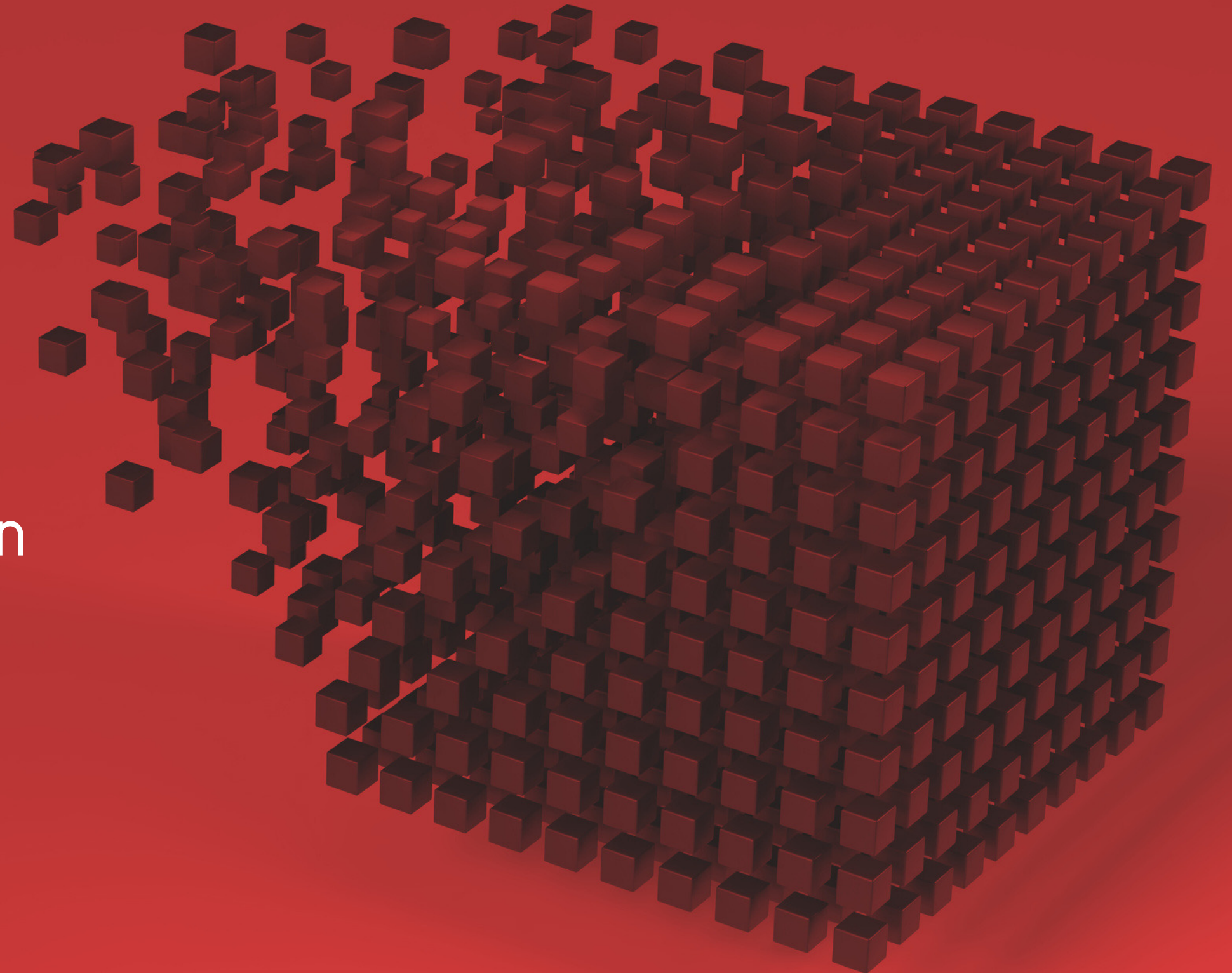
A photograph of a cluttered desk, heavily tinted with a red color. The desk is covered with various items: a calculator, a white cup, a pen, and several stacks of papers and documents. The text "Untangle the Magic Middle" is overlaid in the center in a white, sans-serif font.

# Untangle the Magic Middle



# 66%

do not always make  
decisions with data or design  
programs with information  
about those they serve







The only future we  
can make is the future  
we can imagine.

ROHIT BHARGAVA, NON OBVIOUS TRENDS

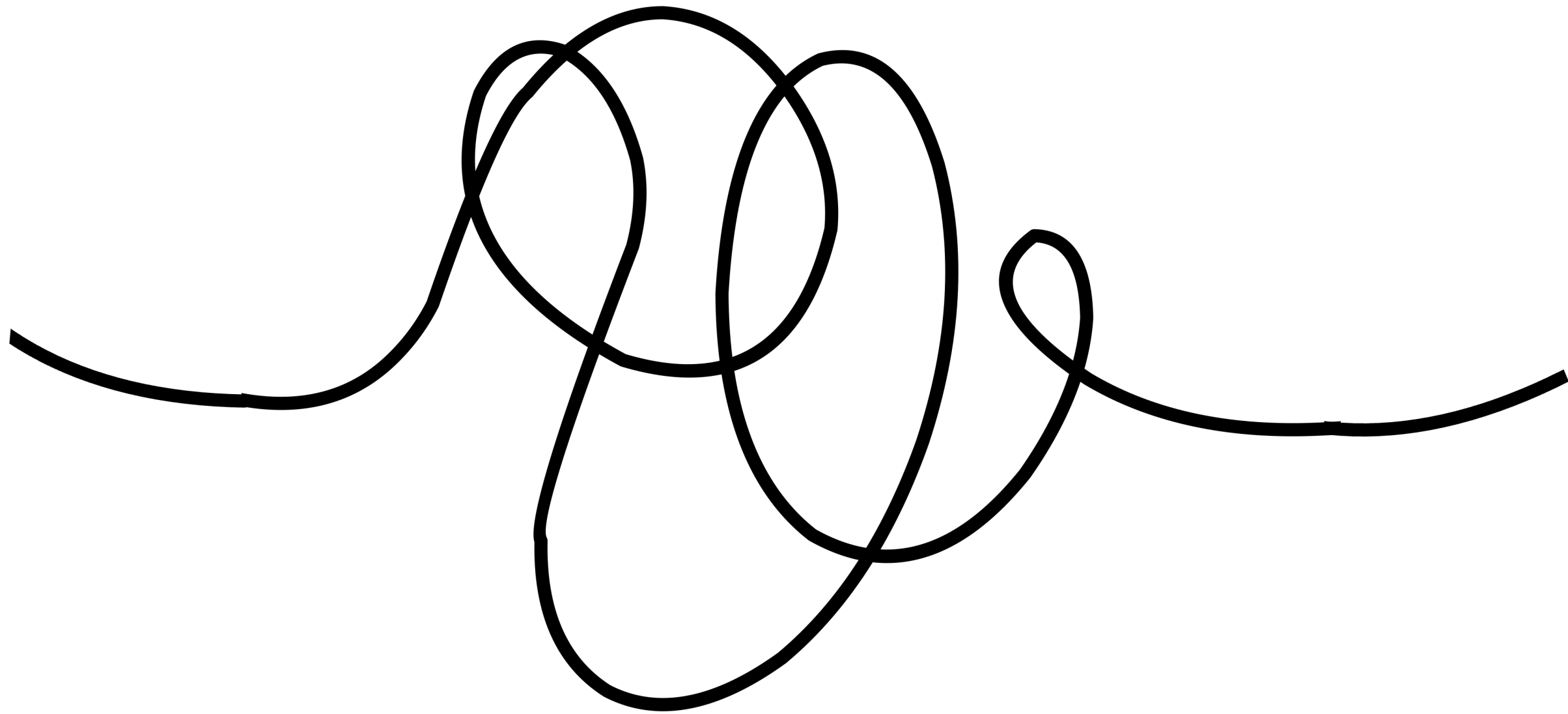
© 2023 Emily Yu



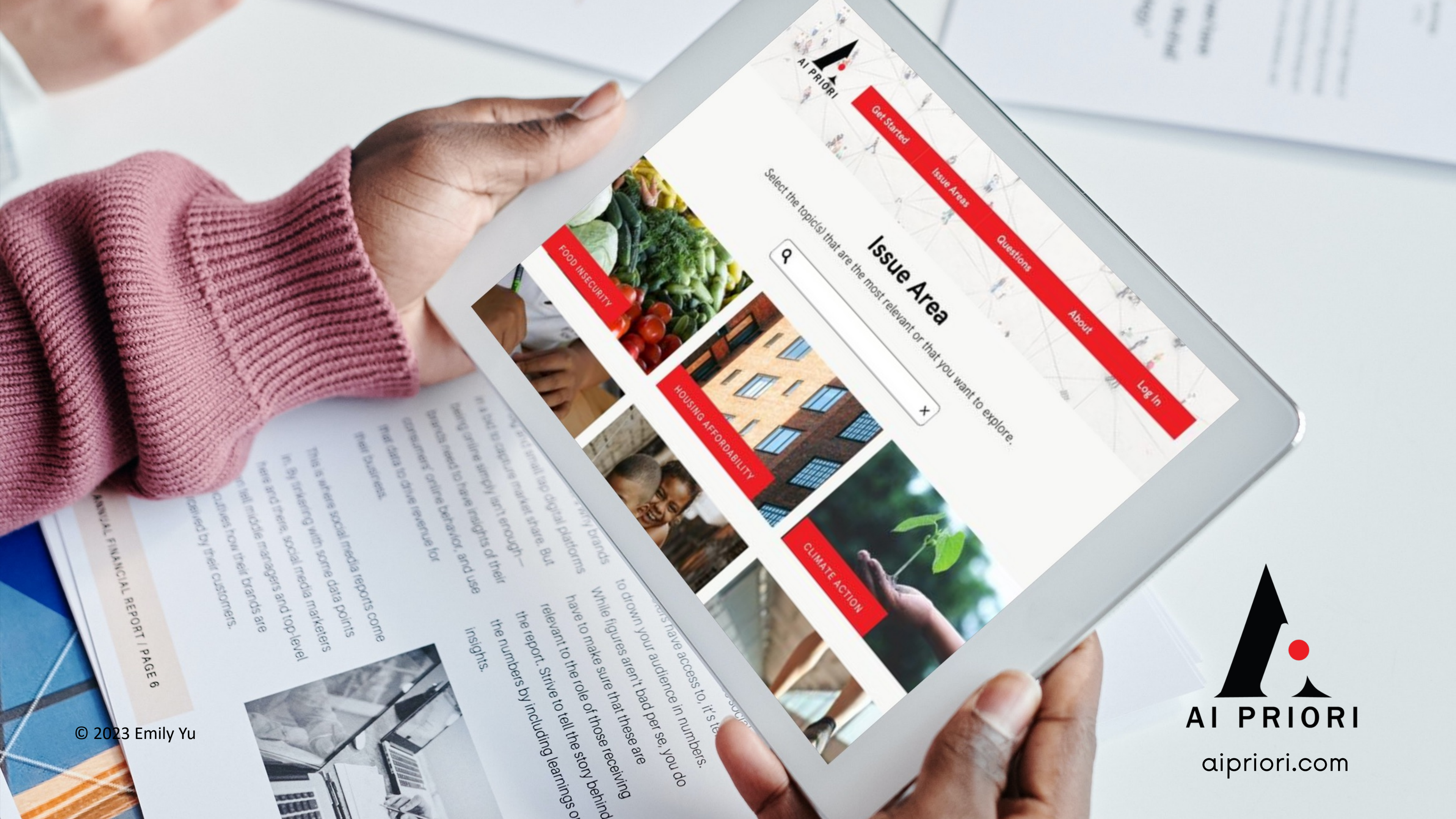
AI is a machine's ability to perform the cognitive functions we associate with human minds, such as perceiving, reasoning, learning, interacting with an environment, problem solving, and even exercising creativity.



# The Magic Middle 2.0







AI PRIORI

aipriori.com



**AI 'could be as  
transformational  
as the Industrial  
Revolution'**

– The Guardian

<https://www.theguardian.com/technology/2023/may/03/ai-could-be-as-transformative-as-industrial-revolution-patrick-vallance>  
<https://fortune.com/2023/03/22/bill-gates-elon-musk-chatgpt-openai-artificial-intelligence-ai-technology-breakthrough-personal-computing-revolution/>

**Bill Gates predicts  
A.I. will change the  
world more and  
faster than his  
personal computing  
revolution**

– Fortune

<https://www.nytimes.com/2023/06/14/technology/generative-ai-global-economy.html>

**Generative A.I.  
Can Add \$4.4  
Trillion in Value  
to Global  
Economy**

– The New York Times

© 2023 Emily Yu



**Cost:**

**\$700K+ /Day**

DYLAN PATEL,  
SEMIANALYSIS

**Spent:**

**\$540M  
in 2022**

THE INFORMATION

**Investment:**

**\$92 Billion  
in 2022**


STATISTA

**Revenue:**

**\$80M /Month  
=  
\$1B /Year**

THE  
INFORMATION





# Design Build Governance



# AI's Long Tail (Customization) Problem



How do other tools  
get built?

---

Who designs them?

---

Who owns them?

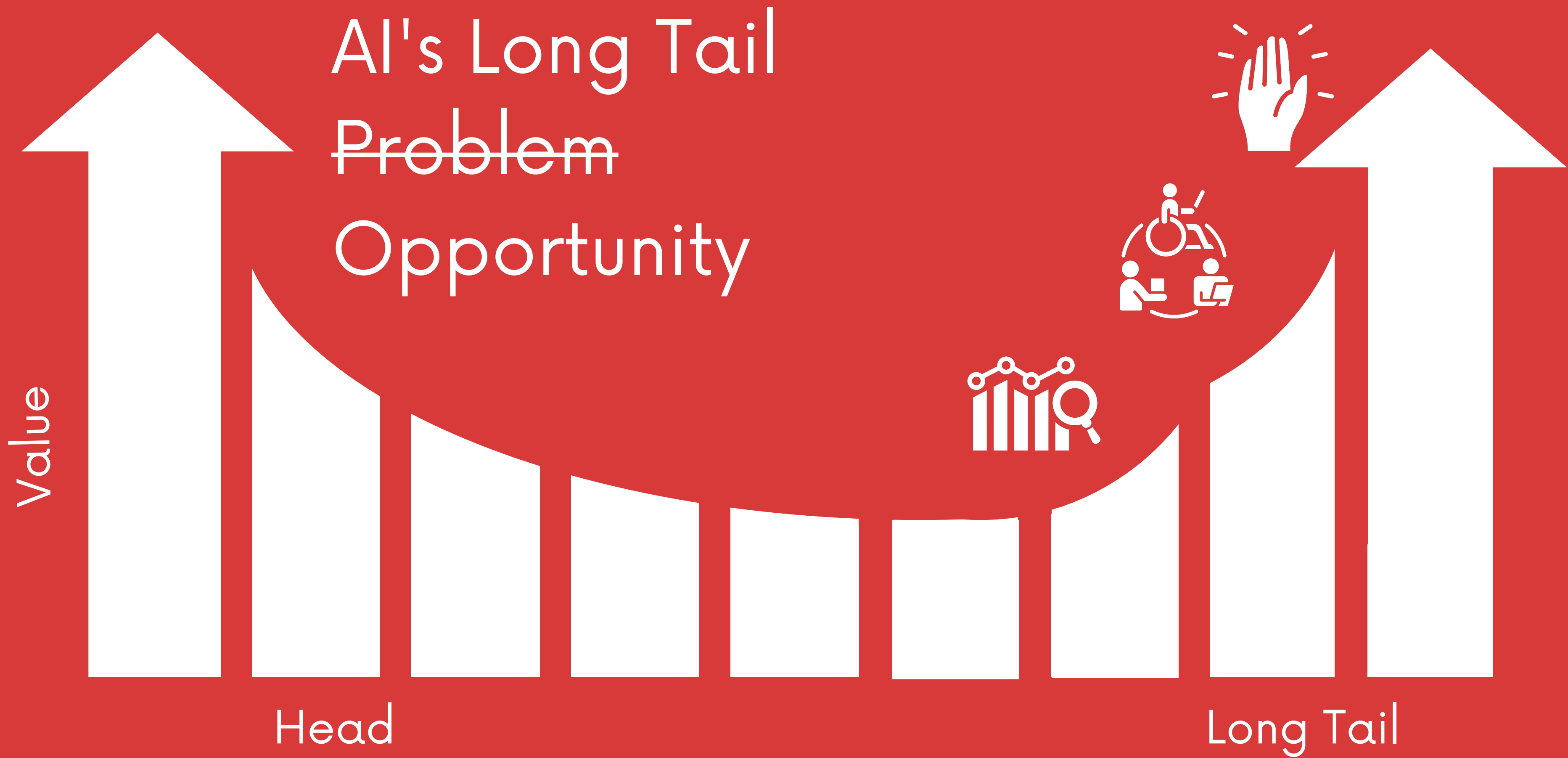
How can these models build  
community power?

---

How do we co-design them?

---

**How do we democratize  
access?**



# Community- Centered Lens

1. Design for Public Interest

---

2. Anchor Community-centered Practices

---

3. Prioritize Humanity



A human hand on the left and a robotic hand on the right, both reaching towards the center. The background is a solid red color. The text is overlaid on the image.

AI is not a technology challenge...

but rather, a human challenge that will  
require us to center the human voice and  
experience through a bottom-up,  
community-driven approach.



# Data



## BIAS

PEOPLE BUILD, TRAIN, AND INTERPRET THE MODELS

## OWNERSHIP

WHAT INFORMATION IS BEING USED, GENERATED?

## ACCOUNTABILITY

TRANSPARENCY

- When you're collecting your next data set, how will you prioritize diverse data sources?
- What will it take for you and your evaluation partners to invest in robust data preprocessing techniques?
- What if you and your peers created interdisciplinary collaborations that scrutinize AI decisions for fairness that affect the communities you serve?



## BIAS

PEOPLE BUILD, TRAIN, AND INTERPRET THE MODELS



## OWNERSHIP

DATA/TOOLS



## ACCOUNTABILITY

TRANSPARENCY

- How can your team champion community-driven data ownership models and advocate for robust data privacy regulations?
- What partners can you collaborate with to establish data governance frameworks that prioritize transparency, consent, and data rights?
- In the next survey, interview, or report for which you collect data, how will you design it so that individuals and communities have a say in how their data is being used.



## BIAS

PEOPLE BUILD, TRAIN, AND INTERPRET THE MODELS



## OWNERSHIP

DATA/TOOLS



## ACCOUNTABILITY

TRANSPARENCY

- Do you know if the AI tools you are using adhere to any ethical AI guidelines or safety audits?
- How can we foster interdisciplinary collaborations to help ensure that AI developers and organizations take responsibility for the impact of their creations?
- Does your organization have an explicit commitment to a culture of transparency and accountability? If so, does that extend to AI tools you use or may develop?



## BIAS

PEOPLE BUILD, TRAIN, AND INTERPRET THE MODELS



## OWNERSHIP

DATA/TOOLS



## ACCOUNTABILITY

TRANSPARENCY

# Resources

## CONNECT

**Emily Yu**  
**Founder and CEO**  
**AI PRIORI, INC.**

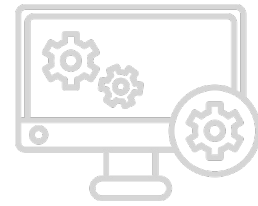
✉ [emily.yu@aipriori.com](mailto:emily.yu@aipriori.com)

✂ [@DCxChange](https://twitter.com/DCxChange)

in [linkedin.com/in/yuemily/](https://www.linkedin.com/in/yuemily/)

🌐 [AIPRIORI.com](https://AIPRIORI.com)

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## TRAININGS

### **Coursera:**

[coursera.org/specializations/ai-for-good](https://coursera.org/specializations/ai-for-good)

### **TechSoup:**

[techsoup.org/community/events-webinars/unleashing-the-power-of-artificial-intelligence-to-transform-your-nonprofit-2023-04-04](https://techsoup.org/community/events-webinars/unleashing-the-power-of-artificial-intelligence-to-transform-your-nonprofit-2023-04-04)



## NEWSLETTERS

### **AI PRIORI:**

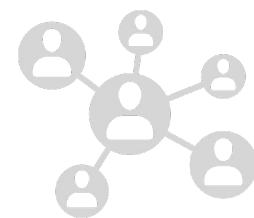
[aipriori.com](https://aipriori.com)

### **The Rundown:**

[therundown.ai/subscribe?utm\\_source=www.therundown.ai](https://therundown.ai/subscribe?utm_source=www.therundown.ai)

### **Ben's Bites:**

[bensbites.beehiiv.com/subscribe?ref=5TlvKm04gU](https://bensbites.beehiiv.com/subscribe?ref=5TlvKm04gU)



## ORGANIZATIONS/ COMMUNITIES

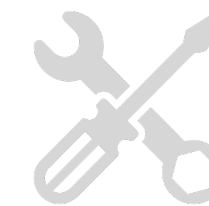
**TechImpact:** [techimpact.org](https://techimpact.org)

**Data.org:** [data.org](https://data.org)

**NTEN:** [nten.org](https://nten.org)

**Stanford HAI:** [hai.stanford.edu](https://hai.stanford.edu)

**AI Link:** [community.aifund.ai](https://community.aifund.ai)



## TOOLS

### **Microsoft:**

[microsoft.com/en-us/corporate-responsibility/ai-skills-resources](https://microsoft.com/en-us/corporate-responsibility/ai-skills-resources)

### **AWS:**

[aws.amazon.com/government-education/nonprofits](https://aws.amazon.com/government-education/nonprofits)

### **IDEO:**

[ideo.com/journal/ai-ethics-collaborative-activities-for-designers](https://ideo.com/journal/ai-ethics-collaborative-activities-for-designers)



# Funding/ Fellowship Opportunities

**FAST FORWARD**  
[ffwd.org/accelerator](https://ffwd.org/accelerator)

**GITLAB AND OPEN AI**  
[gitlabfoundation.org/futureofwork](https://gitlabfoundation.org/futureofwork)

**ASPEN INSTITUTE**  
[aspentechpolicyhub.org/programs](https://aspentechpolicyhub.org/programs)

**JUST TECH**  
[ssrc.org/programs/just-tech/just-tech-fellowship/](https://ssrc.org/programs/just-tech/just-tech-fellowship/)



## Supporting the Community



## Setting Standards and Laws for the Use of Data and AI



## Accelerating the Use of Data and Computing for Social Impact



## Safeguarding Responsible Data and Computing in the Social Sector



## Expanding AI's Capabilities Through Research



## Expanding Public Knowledge of Data/AI



## Funders





# The Magic Middle 3.0

