



AI for Impact

**Evidence on How Nonprofits Are
Using AI in Program Delivery**

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**Where is AI in your
organization today?**

About Project Evident

Project Evident helps practitioners and their funders achieve **better, faster, cheaper, and more equitable outcomes at scale** — by putting the people closest to the work in the driver's seat of evidence.



128
nonprofit
organizations

11
different
sectors

40%
outside of
the U.S.

18
program
activity types

13
types of AI
applications





Personalized Support

Diagnostic
Assessment &
Individualized
Planning

Individual Learning
Plans

Coaching/
Mentoring/Tutoring

Therapeutic
Support



Service Coordination

Service Navigation
Referrals

Case Management

Interpretation and
Translation

Inventory of
Physical Goods



Knowledge Discovery

Research Synthesis
& Dissemination

Community Needs
Assessment



Screening & Assessment

Health & Educational
Screenings

Eligibility Screening
and Intake



Career Development

Instruction &
Teaching

Professional
Development



Client Matching

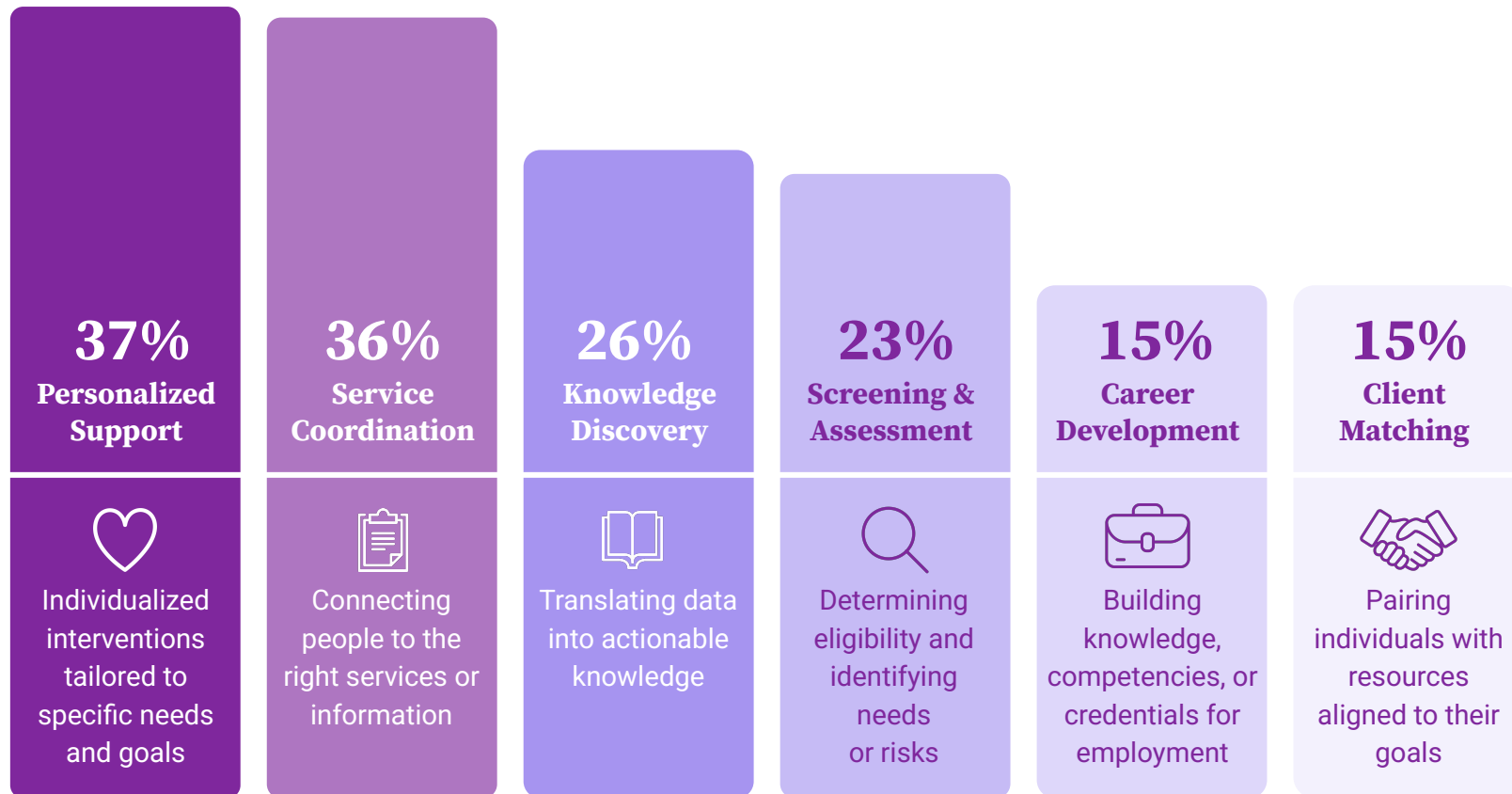
Material Support
Matching
(Food/Housing/
Medicine)

Personal Support
Matching (Mentor/
Advisor)

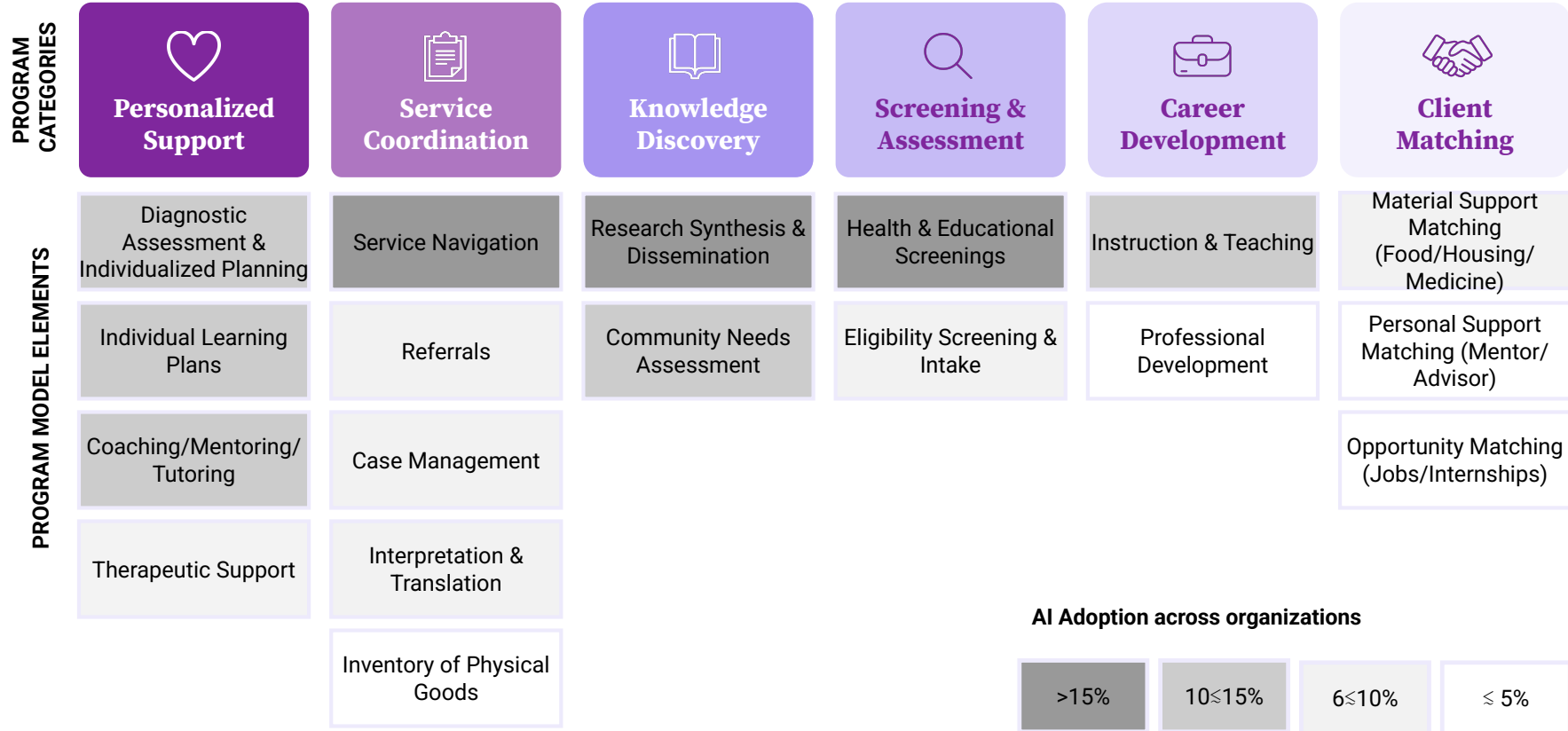
Opportunity
Matching
(Jobs/Internships)

Takeaways

Takeaway #1: Where was AI most used in program delivery?



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Takeaway #2: We may not have to trade scale for depth

AI can lift the limits on *human* capacity that cap scale and depth.

Frees capacity

For higher-judgement work

Age UK:

23,000 calls assessed,
9,500 staff hours saved

Extends reach

Across barriers of
geography, language, and
time

Tarjimly:

600,000+ people served,
3x faster than human
translation, 18% better
accuracy

Enhances decision-making

With faster, more rigorous
analysis

Gemma Services:

Length of stay reduced
by 29 days over two
years, better placement
stability after discharge

Allows personalization

At a scale that typically
requires more resources

Tabiya's Compass

Individualized career
guidance, currently
evaluated through RCT

Takeaway #3: This is not just for big nonprofits



Matches families to nearby food pantries based on location and transportation access

Employees: 14

People served: Up to 15K households served in a day



AI chatbot to detect gender-based violence and route users to appropriate care

Employees: 7

People served: 250K+ served with 40K connections



Lenny Learning

Individual learning plans for teachers & counselors

Employees: 3

People served: 1M+ students reached through 14K educators

So what?



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So what?

Ways to apply our takeaways

START WITH YOUR PROGRAM, NOT AI

Program logic model before AI roadmap

"MENU" OF USE CASES FOR NONPROFIT PROGRAMS

Shared language between program & technical

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OPENS FUNDER DOORS FOR SMALL-TO-MID-SIZED

Not just for big, well-resourced nonprofits

CAPACITY BUILDING DRIVES PROGRAM OUTCOMES

And AI is capacity building

What did you circle?

**Has AI helped scale your
program?**



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Thank you!

Scan the QR code for:

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"AI for Impact"
report



Webinar for the
report on 10/8

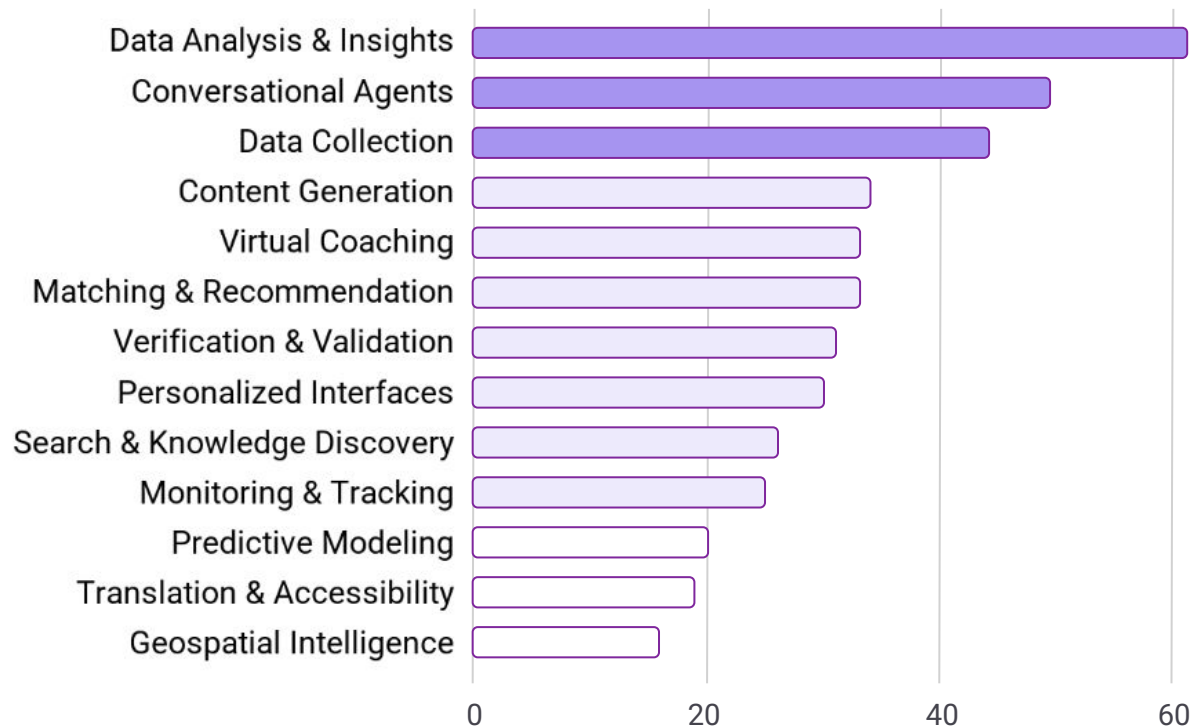


College access
relational AI event



Appendix

● High adoption ● Moderate adoption ● Emerging adoption



Orgs based outside the U.S. U.S.-based orgs





PROJECT
EVIDENT