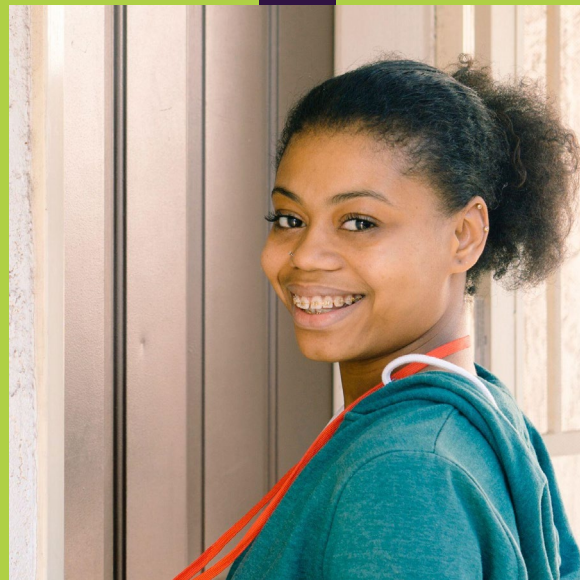# PROJECT EVIDENT

Moving from AI Curiosity to Implementation

Tech Impact

SARAH DI TROIA
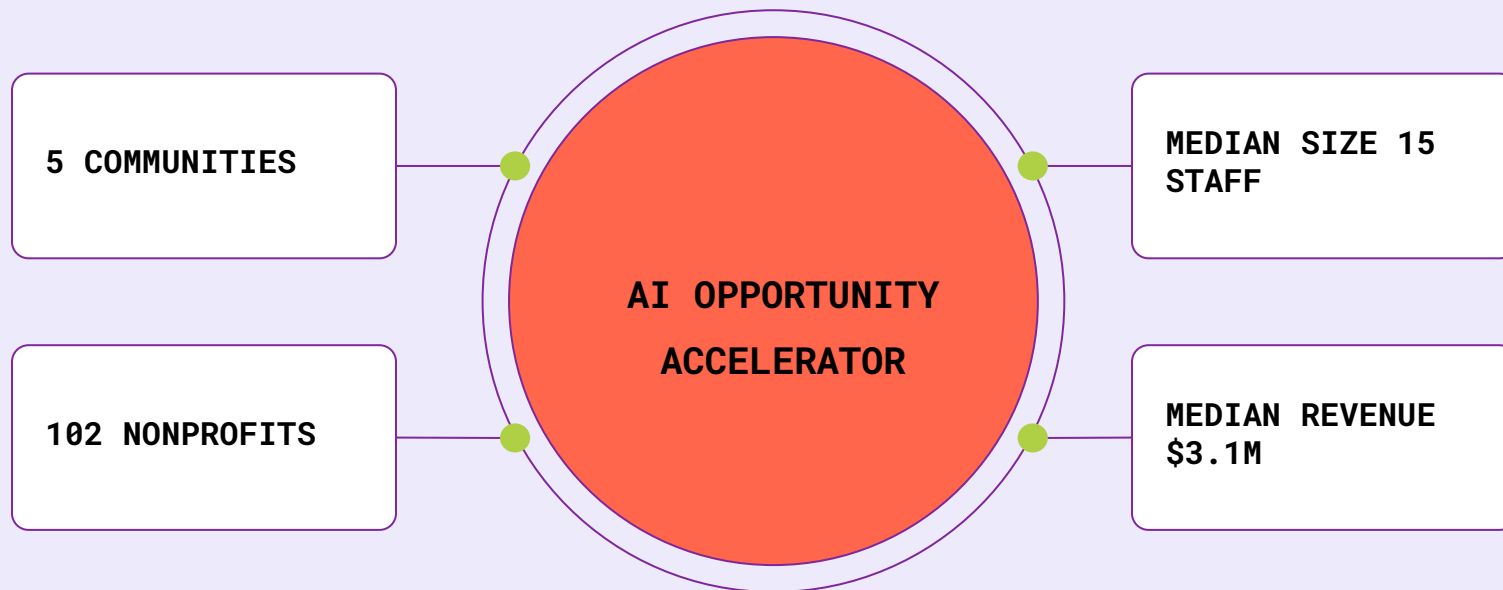SEPTEMBER 2025

Our Mission

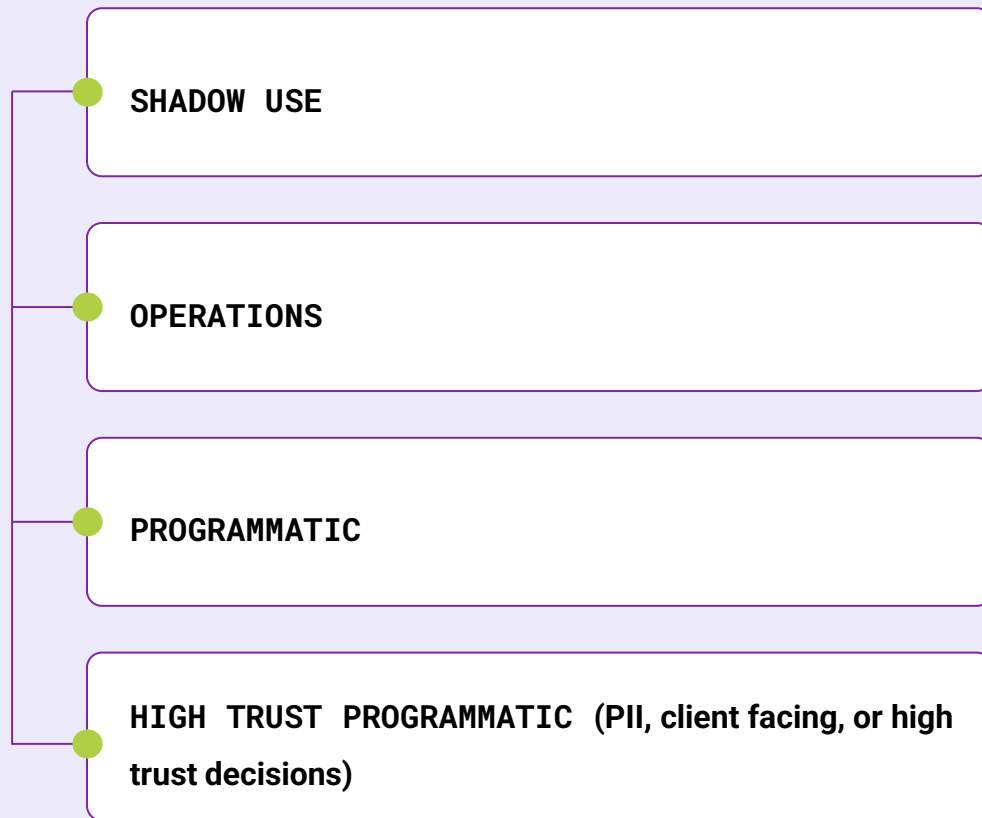**Project Evident harnesses the power of evidence for greater impact.**

All Teach, All Learn

AI Opportunity Accelerator

5 COMMUNITIES

102 NONPROFITS

AI OPPORTUNITY ACCELERATOR

MEDIAN SIZE 15 STAFF

MEDIAN REVENUE $3.1M

AI Implementation Use Cases

- SHADOW USE

- OPERATIONS

- PROGRAMMATIC

- HIGH TRUST PROGRAMMATIC (PII, client facing, or high trust decisions)

AI Implementation

SAFE & FAIR PRACTICE

DATA GOVERNANCE & RISK

DESIGN FOR OUTCOMES

CULTURE OF LEARNING & MANAGING CHANGE

WHAT MATTERS IN AI IMPLEMENTATION

STAKEHOLDER ENGAGEMENT

TECHNOLOGY IMPLEMENTATION

DATA

MONITOR & ASSESS

PROJECT EVIDENT
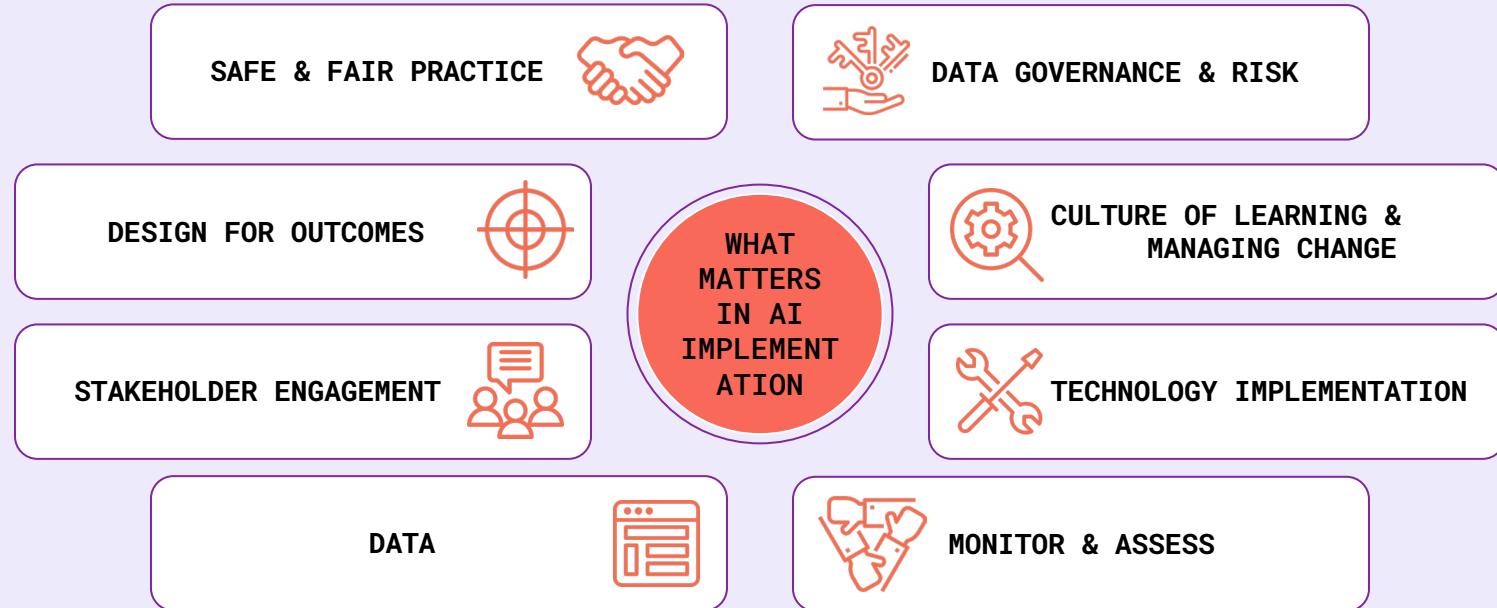
Shadow Use

SAFE & FAIR PRACTICE
- Develop & train on ethical AI guidelines and principles

CULTURE OF LEARNING & MANAGING CHANGE
- Encourage shared learning

TECHNOLOGY IMPLEMENTATION
- Stay ahead of the technology curve

Operational Use

SAFE & FAIR PRACTICE
- Develop & train on ethical AI guidelines and principles

DESIGN FOR OUTCOMES
- Is it an AI-shaped problem?

STAKEHOLDER ENGAGEMENT
- Identify & engage relevant staff
- Incorporate ongoing feedback

DATA
- Data definition
- Data quality

DATA GOVERNANCE & RISK
- Manage privacy risks
- Center humans in high-risk scenarios

CULTURE OF LEARNING & MANAGING CHANGE
- Encourage shared learning
- Provide ongoing training
- Embrace continuous learning

TECHNOLOGY IMPLEMENTATION
- Stay ahead of the technology curve
- Customization
- Sustain scale and impact

MONITOR & ASSESS
- Assess model output quality
- Ongoing monitoring

Programmatic Use

SAFE & FAIR PRACTICE
- Develop & train on ethical AI guidelines and principles

DESIGN FOR OUTCOMES
- Is it an AI-shaped problem?
- Logic model exists to drive effective AI projects
- Using AI to support evaluation
- Use insights to drive program improvement

STAKEHOLDER ENGAGEMENT
- Identify & engage relevant stakeholders
- Incorporate ongoing feedback.

DATA
- Data definition
- Data quality

DATA GOVERNANCE & RISK
- Manage privacy risks

CULTURE OF LEARNING & MANAGING CHANGE
- Provide ongoing AI training
- Encourage shared learning
- Embrace continuous learning

TECHNOLOGY IMPLEMENTATION
- Customization
- Stay ahead of the technology curve
- Sustain scale and impact

MONITOR & ASSESS
- Assess model output quality
- Ongoing monitoring

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AI in Action: Crisis Text Line

Crisis Text Line supports people in crisis through free, 24/7 text-based mental health services. This case explores what it takes to maintain and innovate within a complex AI-powered platform, including the hidden costs of "tech debt," security, and AI readiness.

CASE STUDY

Sustaining Scaled Impact, AI & Technology at Crisis Text Line

Sarah Di Troia

August 2025

PROJECT EVIDENT