

AI Impact: Charting the Ethical Crossroads of Technological Philanthropy

Cherian Koshy, CFRE, CAP



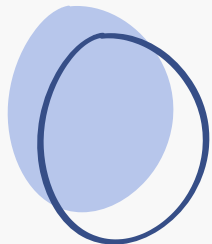
What is an ethical dilemma

A choice must be made between:

2 or more appropriate (right) responses

2 or more inappropriate (wrong) responses

It is not a choice between right and wrong.



Poverty porn



Click here to make a donation



Save the Children

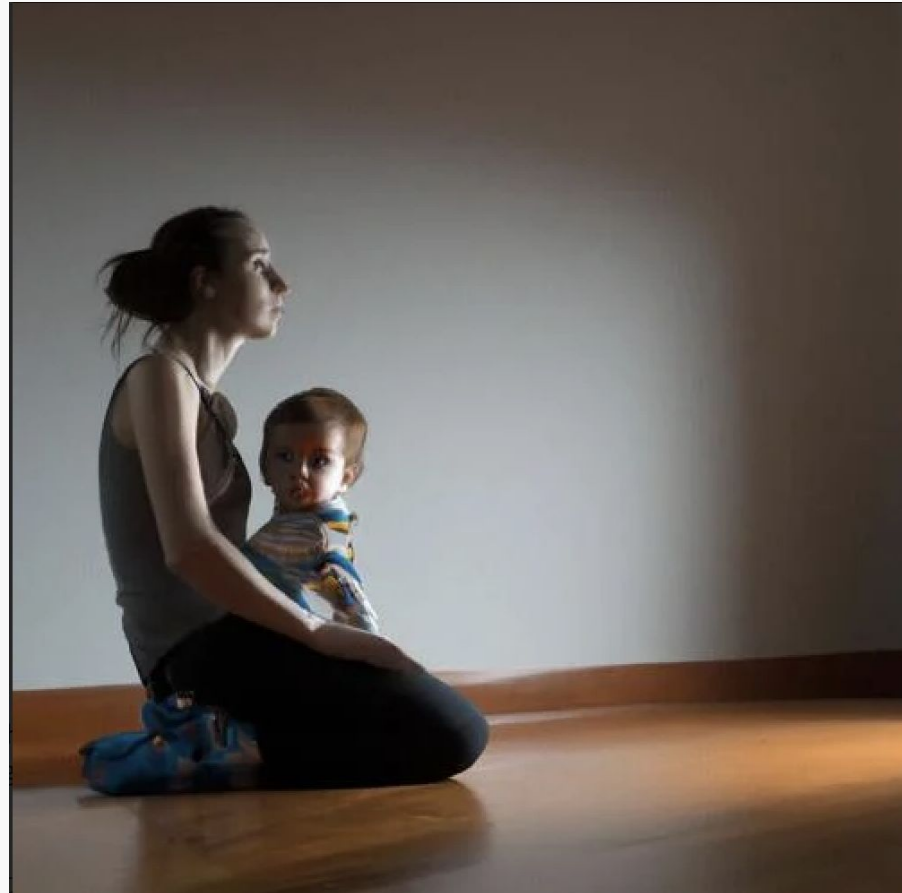
0800 035 3800
savethechildren.org.uk

Why is this a dilemma?

	Good (ethical) outcome	Bad (potentially unethical) outcome
Values Frame	Correction of the stereotypical preconceptions of service users and/or framing them in a dignified manner.	Potentially less money is raised to provide the services they need or alleviate/address the situation in which they find themselves.
Fundraising Frame	More money raised to help improve the lives of service users	Types of images required to raise the amount of money needed in the timeframe it is needed in/by may be injurious to service users' dignity and may reinforce stereotypical public perception of charity service user groups.

Ethical dilemma solved?

Furniture Bank - Toronto



Ethical dilemma solved?

CANADA

This image is raising money for a Toronto charity. The only problem? It's not real

Furniture Bank switched to AI-generated images in its 2022 holiday campaign, raising a host of ethical questions along with donations.

By Kevin Maimann Special to the Star

Saturday, December 31, 2022 | 4 min to read

Article was updated Jul 19, 2023

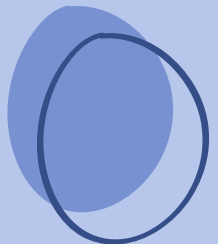
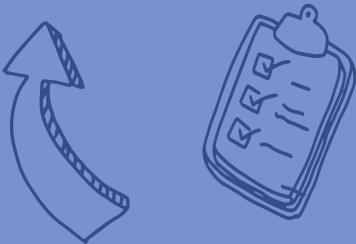
Ethical dilemma solved?

- **Don't use real people and thus don't identify real people with their plight**

It does not violate their dignity

- **Saved CAN\$60,000**

Money is always a consideration in fundraising ethics

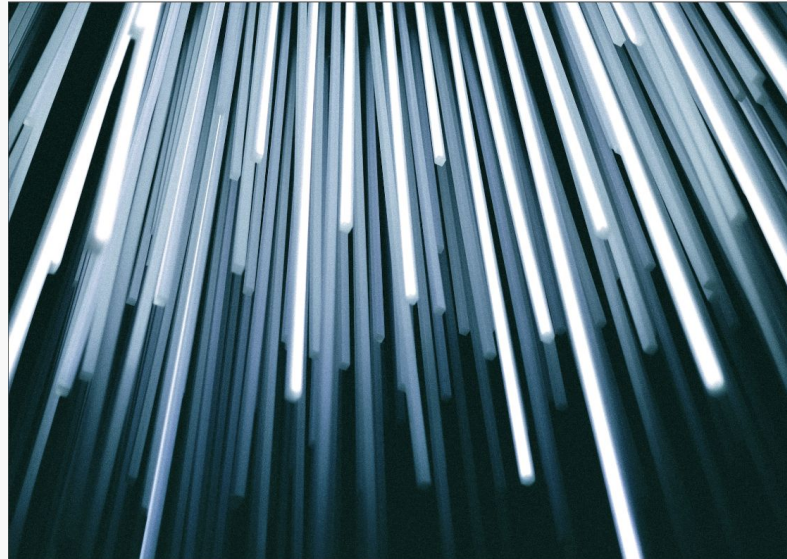


Remaining ethical issues

- Taking real humans out of the moral/ethical equation doesn't solve the problem of their dehumanisation, it further reinforces it, as:
 - An avatar has no dignity that can be violated
 - Real people don't get the chance to tell their own stories.
 - Someone is making a decision to tell an amalgam of their stories and asking an AI engine to pull these together. These are not real lived experiences.
 - This may be the real violation of their 'dignity'.
 - It may yet reinforce existing stereotyping.



What are those ethical issues?



Artificial intelligence and fundraising ethics

A research agenda

● Ethics

Authors – May 2023

ROGARE
THE FUNDRAISING THINK TANK





Ethical dilemmas in fundraising

- Is it acceptable for people to feel guilty if they say no to a fundraiser?
- Is it acceptable to spend donors' money on fundraising and if so, how much?
- Are donors allowed to derive benefits from their giving or should all charitable giving be purely 'altruistic'?
- Do fundraisers have a right or a duty to approach people for a donation?
- Do the public have a right NOT to be asked for donations?
- How transparent about the costs and mechanisms of fundraising should charities be?
- Do people have a 'duty' to give to charity and if so, how can fundraisers help people discharge that duty?



AI and fundraising ethics

What do you know about the ethics of professional fundraising?

The ethics of professional fundraising encompass a set of principles and guidelines that govern the conduct of individuals and organizations involved in raising funds for charitable or non-profit causes. These ethical considerations are crucial to maintaining trust with donors, ensuring transparency, and upholding the integrity of the fundraising process.





AI and fundraising ethics

What do you know about the ethics of professional fundraising?

- Transparency
 - Honest and accuracy
 - Privacy and data security
 - Avoiding high pressure tactics
 - Avoiding conflicts of interest
 - Fair compensation
 - Compliance with laws and regulations
 - Donor stewardship
 - Professionalism
- 



AI and fundraising ethics

This is mainly about code compliance, regulation and what are called the protection of 'negative non-interference right' (all the things fundraisers cannot do in case they harm donors).

You'll notice nothing about protecting the rights of beneficiaries.



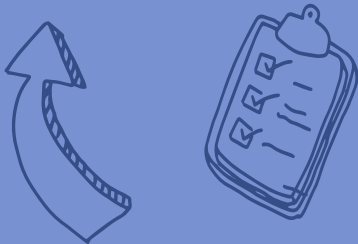
Responsible AI vs Ethical AI



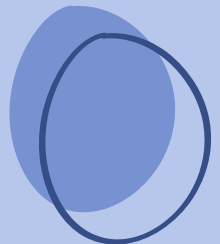
What ethical issues are associated with using AI in fundraising?



Data



- **Data ownership**
- **Fair obtaining of data**
What constitutes consent? Is consent even needed?
- **Biases**
How do we prevent codifying bias and profiling?

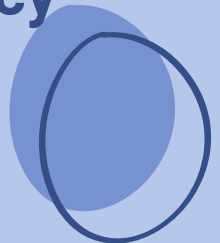
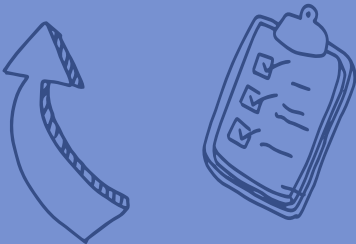


Data

- **Data quality**

Perpetuating incorrect information—how do you correct bad information? Or information that is intentionally misleading, such as propaganda?

- **Data protection and privacy**




Equity

- Access to technology
- Manipulation of disadvantaged communities or vulnerable populations
- In time, as large charities can throw money at AI, will it widen the funding gap between ‘Super-major’ charities and small/medium sized charities
- Bias built into AI due to methods of gathering data

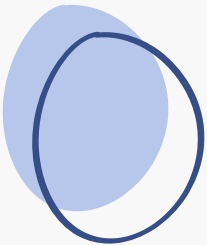


Balancing stakeholder rights

- Not exploiting beneficiaries'/service users' lived experience for fundraising v manipulating/misleading donors through AI generated stories/testimonies
 - Widening diversity in the fundraising profession through AI copywriting v fundraising consultancies charging charities for AI generated text
- 

Transparency

- Should we indicate to supporters when text/images are AI generated...
 - ...given the strong emotions people feel about being influenced/persuaded/deceived to act by AI?
 - Should donors be able to withdraw consent to being communicated with by AI? Is that consent even needed (cf legitimate interest)?
 - Is this a right that can be overridden by/balanced against the need to raise money to help beneficiaries.





Accountability

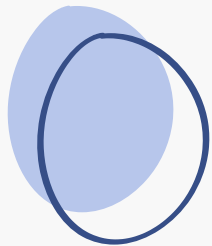
- Who is accountable for the actions of AI tools?
 - E.g. If a charity used an AI chatbot to communicate with supporters or beneficiaries, who is responsible for any incorrect, misleading, fake or offensive responses - the charity or the software developer?
- Is AI-generated fundraising subject to regulatory codes of practice. If so, how?
 - Does AI understand 'undue pressure'? Or trained not to?

Identity disclosure

In live interactions between supporters/ beneficiaries and chatbots should we always make it clear they are talking to an AI?

What if knowing the AI identity negatively impacts willingness to give or response to the call to action?

This is going to become more important as AI generated responses become increasingly human.



Second-order effects

Unintended consequences

- Loss of knowledge/skill
- Employment displacement
- Human-machine hybrid work
 - what's the line we will not cross?
- Climate change/environmental factors
- Copyright infringement
- Loss of identity formation

A close-up portrait of a woman with long dark hair and glasses, smiling broadly. She is wearing a dark blue patterned top. The background is a plain, light-colored wall. There are decorative blue and white shapes on the left side of the image.

Dr. Claire Routley

<https://doi.org/10.1002/nvsm.1754>

Developing decision rules in ethical behavior

1. Where are the lines in who we approach for resources for our cause
1. Where are the lines in how we approach people for resources for our cause

The five questions to ask before you answer those questions:

The integrity question:

Am I being honest with myself...really?

The legacy question:

What story do I want to tell (fundraiser and organization)?

The conscience question:

Is there a tension that deserves my attention?

The maturity question:

What is the wise thing to do?

The love question:

What does philanthropy require of me?

Thank *you!*

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