



# RAISE: Practical AI Governance

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the **dais**

## The Purpose of Responsible AI Governance

Responsible AI governance provides the structure, policies and oversight needed to ensure AI is used ethically, safely and in alignment with an organization's mission, values and legal obligations. **The Dais** aims to support nonprofits in understanding how to effectively and responsibly use AI in advancing their missions. This document will review how to effectively govern AI use in your nonprofit organization.

## Before you get started...

As you think about adopting AI in your organization, consider the following stages of maturity for adopting generative AI as this will support your approach to implementation.

**01**

I want to learn more about what Gen AI is and its opportunities and risks

**DISCOVER**

**02**

I want to identify potential use cases for Gen AI with my team

**DEFINE**

**03**

I want to test if Gen AI drives value and improves business outcomes

**EXPERIMENT**

**04**

I want positive change management for Gen AI adoption within my team

**ADOPT**

**05**

I want to measure success and scale Gen AI across teams

**EVALUATE**

## Common AI Use Cases

AI use cases are specific tasks or problems where AI is applied to help an organization how it works, makes decisions, or delivers service. Guidelines should be specific to every organization to align with missions and values. The following are common examples and list of considerations:

### Common Use Cases

- Case notes
- Fundraising
- Grant applications
- HR/accounting
- Volunteer management
- Transcribe meetings
- Feedback surveys
- Automated outreach

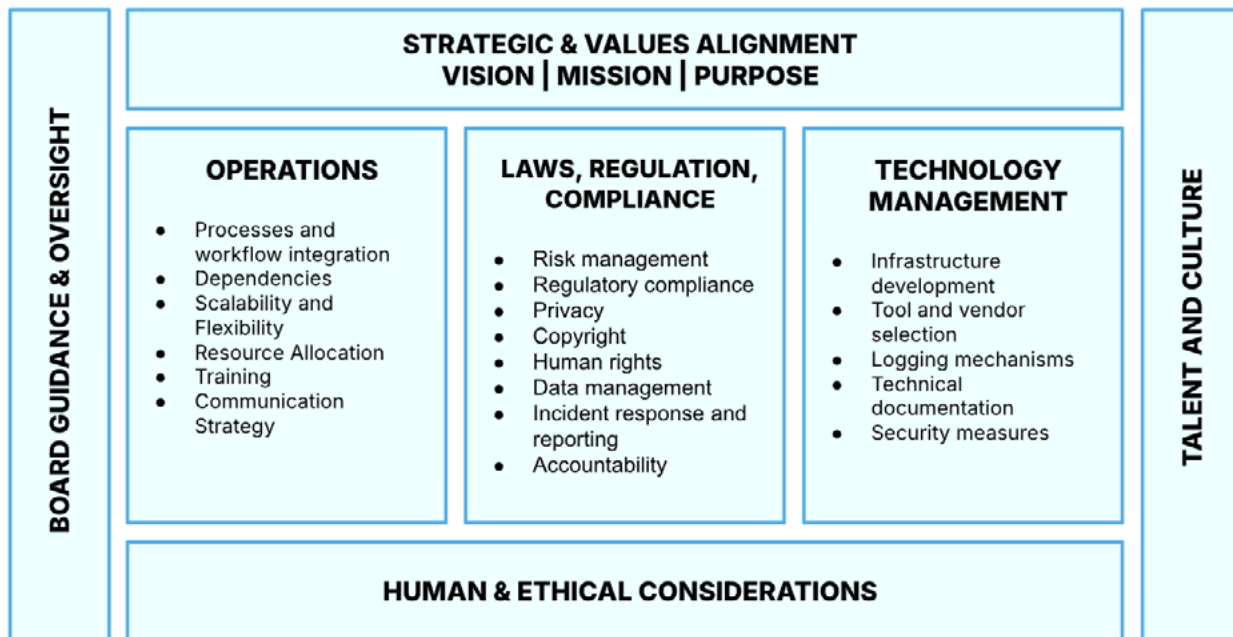
### Considerations

- Accuracy & reliability
- Privacy & data protection
- Security (e.g. data breach)
- Reputational (public relations)
- Human rights (discrimination, bias)
- Intellectual property & copyright
- Financial (legal liability)

Feel free to take a look at our [Build Your Responsible AI Use Case](#) to support in identifying an AI use case.

## Key Elements of an AI Use Policy

Below is a Framework for Nonprofit AI Governance for nonprofit and social impact organizations.



It should begin with strategy and values alignment (vision, mission and purpose) organized around three broad pillars: *operations*; *laws, regulation, compliance*; and *technology management*. These are guided and overseen by the surrounding elements: the board, internal talent and culture, and human and ethical considerations.

Linked [here](#) is **The Dais's AI Use Policy template** that can be customized for nonprofit organizations. This template walks through the various privacy and risk considerations, staff responsibilities, and practical items that ensure frequent review and updates for nonprofit leaders.

## Roles and Responsibilities

Consider the following roles and responsibilities while developing your AI use policies:

**Leader:** Sets strategic direction, ensures oversight and allocates resources.

**Implementer:** Translates strategy into organizational practices and workflow.

**User:** Uses AI tools responsibly in daily work and raises concerns

## The Dos and Don'ts of Using GenAI

When considering an AI Use Policy and identifying appropriate use cases where generative AI can be implemented in your organizations, consider the following things to consider and avoid organizationally.

Dos	Don'ts
<p><b>Align AI use with your mission and values -</b></p> <ul style="list-style-type: none"> <li>• Ensure use of generative AI supports your organization's vision, purpose and social impact goals.</li> <li>• AI should strengthen your work, not distract from it.</li> </ul>	<p><b>Don't input sensitive or personal data into AI tools -</b></p> <ul style="list-style-type: none"> <li>• Avoid inputting internal data and data of clients or donors in public AI platforms.</li> <li>• Data breaches and misuse can severely impact nonprofits.</li> </ul>
<p><b>Identify clear use cases before adopting AI -</b></p> <ul style="list-style-type: none"> <li>• Identify specific needs and where AI can be useful.</li> <li>• Focus on solving real organizational problems first.</li> </ul>	<p><b>Don't assume AI outputs are always accurate -</b></p> <ul style="list-style-type: none"> <li>• AI tools can provide misleading or incorrect information.</li> <li>• Always verify outputs before using them publicly.</li> </ul>
<p><b>Assess risks before using AI tools -</b></p> <ul style="list-style-type: none"> <li>• Consider privacy, accuracy, bias, legal, financial, and reputational risks.</li> <li>• Think about how AI outputs could impact clients, donors, or communities (directly and indirectly)</li> </ul>	<p><b>Don't rely on AI without human oversight -</b></p> <ul style="list-style-type: none"> <li>• AI should assist decision-making, not replace it.</li> <li>• Humans must review and approve important outputs.</li> </ul>
<p><b>Develop an Acceptable AI Use Policy -</b></p> <ul style="list-style-type: none"> <li>• Set rules around data governance, security, ethical use, and staff responsibilities.</li> <li>• Provide clear guidance on acceptable and prohibited uses.</li> </ul>	<p><b>Don't ignore legal and ethical responsibilities -</b></p> <ul style="list-style-type: none"> <li>• Copyright, human rights and compliance still apply when using AI.</li> <li>• Organizations remain accountable for AI-generated content.</li> </ul>
<p><b>Encourage Safe experimentation and staff training -</b></p> <ul style="list-style-type: none"> <li>• Promote a learning culture and cross-team collaboration on AI.</li> </ul>	<p><b>Don't adopt AI without governance and accountability structures -</b></p> <ul style="list-style-type: none"> <li>• AI use should be integrated within guidelines that already exist (or when they become available).</li> <li>• Governance ensures responsible and sustainable use.</li> </ul>

## Core Risks and Governance Considerations

In thinking about the various privacy, data and control characteristics, when using AI, it is key to consider different deployment methods of ChatGPT that are available to organizations, depending on their budget and technical expertise. There are deployment methods available that can mitigate some of the risks that we have discussed with different degrees of effectiveness, and can look slightly different depending on the platform used by your organization.

## Privacy and Risk Considerations

Consider the following privacy and risk considerations when adopting AI in nonprofit organizations:

- Data privacy and protection - ensure compliance with privacy laws including **PIPEDA** and internal data and IT policies.
- Accuracy and reliability of AI outputs - All outputs should be reviewed and verified before use in reports, communications or decision-making.
- Security and data breach risks - Nonprofits must assess vendor security and data protection measures.
- Reputational risk - Organizations remain responsible for what AI produces and publishes.
- Human rights and bias concerns - Organizations must ensure **safe and ethical use**, especially when serving vulnerable communities
- Intellectual property and copyright risk - Nonprofits should avoid using AI-generated material without checking rights and permissions.
- Legal and financial liability - Organizations are legally responsible for AI-driven decisions or misinformation.

## Practical Next Steps

- Consider GenAI platforms that align with organizational operations (i.e. licensing, privacy considerations).
- Use the **DIGITAL Guide** to evaluate the stages of AI use of your organization and team members and where and how AI is deployed across teams.
- Identify small organizational tasks where AI could provide the most value.
- Clarify roles and responsibilities for leaders, implementers and staff using AI tools.
- Provide staff training on responsible AI use, limitations, and reporting concerns
- Create processes for ongoing review, oversight, and policy updates as tools and needs change.

## Assess Your Readiness Checklist

### Strategy & Purpose

- We have clear reason for using AI (specific problem or use case)
- AI aligns with our mission, values and organizational goals
- Leadership understands why AI is being introduced

### Use Cases Identified

- We identified where AI could be useful
- We understand what tasks AI will and will not be used for
- We are starting with low-risk applications

### Data & Privacy Readiness

- We know what data is safe to input into AI tools
- We avoid sensitive data in public AI tools
- We have privacy and data protection guidelines in place and communicated

### Risk Awareness

- We understand risks (accuracy, bias, privacy, legal, reputational)
- We have a process to review AI-generated outputs
- Humans remain responsible for decisions

### Governance & Policies

- We have (or plan to create) an Acceptable AI Use Policy
- AI use aligns with existing policies (privacy, cybersecurity, ethics, risk)
- Roles and responsibilities are clear

### Tools & Technology

- We selected trusted AI tools or vendors (see this [questionnaire](#) we have developed)
- We understand data storage and security practices
- We test tools before full implementation

### Staff Training & Culture

- Staff are trained on responsible AI use
- We have shared acceptable AI use practices and guidelines among our staff
- Teams can share learning and challenges