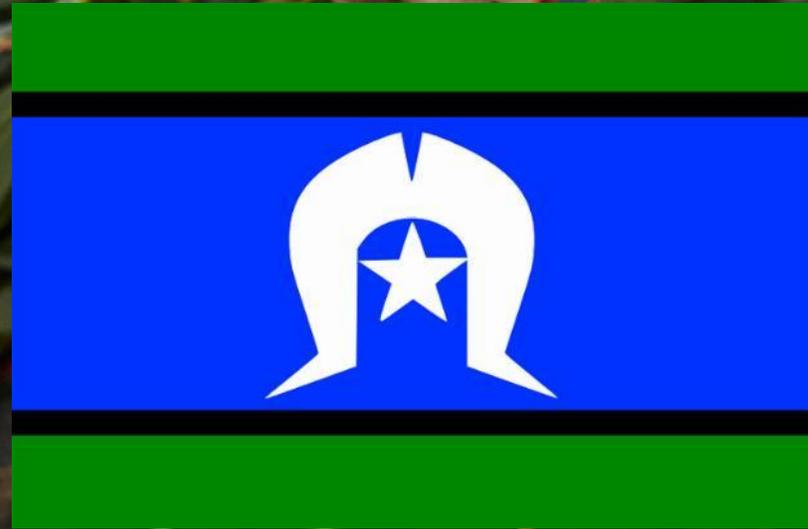# Infoxchange

ETHICAL USE OF AI FOR DISABILITY ADVOCACY

ADVANCE YOUR ADVOCACY PRACTICE WEBINAR

Sophie Souchon, Digital Transformation Manager, Infoxchange
November 2025

We acknowledge the traditional custodians of the land and pay our respects to Elders past, present and emerging.

Agenda

» An overview on AI and why it is important for sectors like ours to understand AI and be ready for its impact on our work.

» How is AI currently being used in community sector settings (case studies)?

» What are the benefits/risks of AI in disability advocacy?

» What are the ethical considerations that disability advocacy organisations need to consider when using AI?

Poll Questions

1. On a scale from 1 to 10, how would you rate your current understanding of using AI in your role?
2. How confident do you feel about applying ethical principles when working with AI in your role?
   - Not confident, I really don't like where AI may take us
   - Slightly confident, I'm uncertain, but know I can't ignore it
   - Confident, I'm keen to keep learning
   - Very confident, I probably don't need to be in this webinar
3. What are you hoping to learn today?

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AI Definition

Artificial Intelligence is technology that can perceive, learn, reason and assist with decisions and tasks

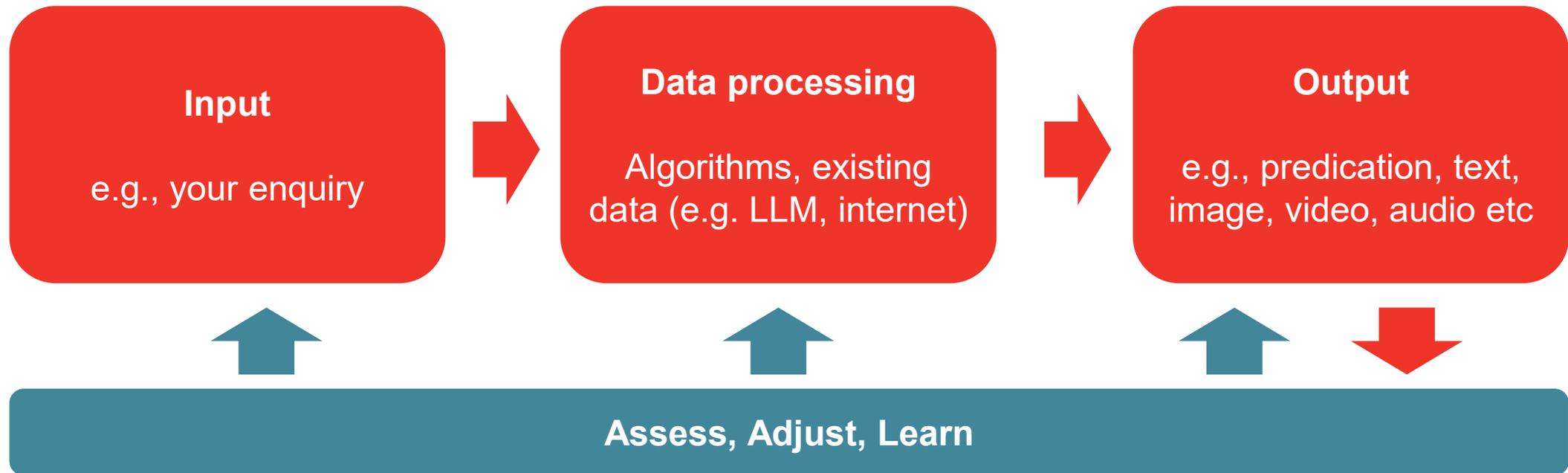Technology for social justice | www.infoxchange.org

Artificial intelligence (AI)

Think of AI as a digital brain that can:

» **Learn from experience** - *like how you learned to ride a bike*

» **Adapt to new information** - *like how you adjust your route when there's traffic*

» **Process and analyse data** - *like how you make decisions based on past experiences*

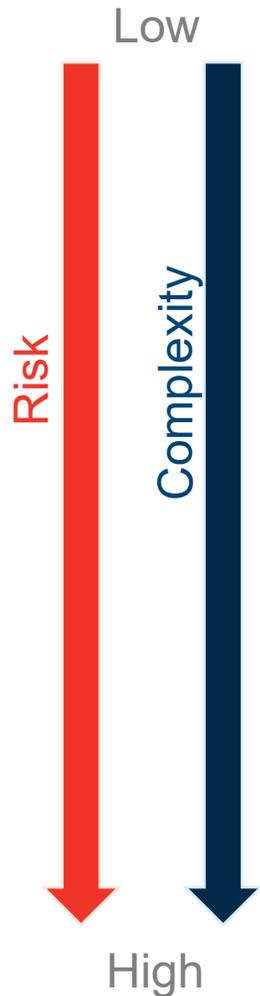» **Recognise patterns** - *like how you know when your friend is having a bad day*

Artificial intelligence

Artificial Intelligence is technology that can perceive, learn, reason and assist with decisions and tasks.

Input

e.g., your enquiry

Data processing

Algorithms, existing data (e.g. LLM, internet)

Output

e.g., predication, text, image, video, audio etc

Assess, Adjust, Learn

Types of AI

Low

Risk — Complexity — High

Generative / Conversational AI – Utilising free, browser-based generative AI tools to produce your own and review relevant content - including text, images, videos and translations.

AI Apps & Products – Engaging with some of the systems, applications and products with embedded AI currently available on the market to dramatically increase your efficiency, reach, capabilities and impact in the digital space.

AI for Data Analytics & Insights – Using AI to manage, manipulate and gain insights from your organisational data to identify trends and predict future patterns and eliminate service gaps to more effectively meet your community's needs.

Custom-built AI Applications – Building your own AI tools to automate and create personalised experiences and deploy interactive user-facing products that enhance your service delivery.

Generative / conversational AI

External AI tools
Only has access to external data

e.g. Website chatbot, AI survey and feedback analysis tools

Internal AI tools
Can access both internal & external data

e.g. Copilot, Gemini, Salesforce Einstein

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WHAT ARE THE BENEFITS

AND RISKS OF AI?

Let's weight the benefits vs risks…

Benefits	Risks
Cost Efficiency – Automates repetitive tasks, reducing overhead	**Bias & Fairness Issues** – AI models may reinforce existing biases
Accessibility – Tools like translation and speech-to-text aid inclusion	**Data Privacy Concerns** – Handling sensitive donor and beneficiary data
Improved Outreach – Chatbots and personalisation boost engagement	**Dependance on the data available** - Requires reliable resources
Impact Measurement – AI tracks outcomes for better reporting	**Lack of Empathy and Judgement –** does not understand nuisances or relationships
Scalability – Handles large datasets and outreach without extra staff	**Dependence on Technology** – Over-reliance can reduce human touch
	Cybersecurity Risks – Increased exposure to data breaches

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WHY IS AI IMPORTANT?

In the last week, consider your most time-consuming tasks:
- Are they repetitive tasks, could automation help?
- Is it the numerous spreadsheets you need to review to be able to make a business decision?
- Is it a piece of social media that you are struggling to phrase correctly?
- Are you trying to prepare a grant proposal, and want to make sure you pitch it correctly?

Put those tasks in the chat, do others experience this too?
Can Generative AI help?

AI Tools: what is the right tool for me?

1 Start with free tools

2 Consider your needs

3 Evaluate the risks

"Look to solve a problem – not for a problem to solve"

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LET'S EXPLORE WHERE
OTHERS ARE USING AI

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WHAT ARE THE ETHICAL
CONSIDERATIONS?

AI Ethical considerations

Data privacy and security

Fairness and bias

Transparency and explainability

Human control and oversight

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Decision-making framework

Consequences

Accountability

Responsibility

Explainability

A guide to evaluating the impact of AI

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Decision-making framework

The CARE'ing about AI (Comprehensive AI Risk & Ethics) framework

C

Consequences
What are the potential outcomes (positive and negative) of AI use?

A

Accountability
Who is responsible if something goes wrong?

R

Responsibility
What ethical responsibilities does the organisation have towards stakeholders?

E

Explainability
Can the decisions made by the AI be easily understood and justified?

Housing Waitlist

Currently a team member and manager assess deidentified applications for temporary housing based on a set criteria, such as how long have they have been experiencing homelessness, size of the family, etc.

The introduction of an AI tool could alleviate this workload by performing this assessment.

However, while the AI tool would make initial recommendations, the responsibility for approving or rejecting applications would remain with the team.
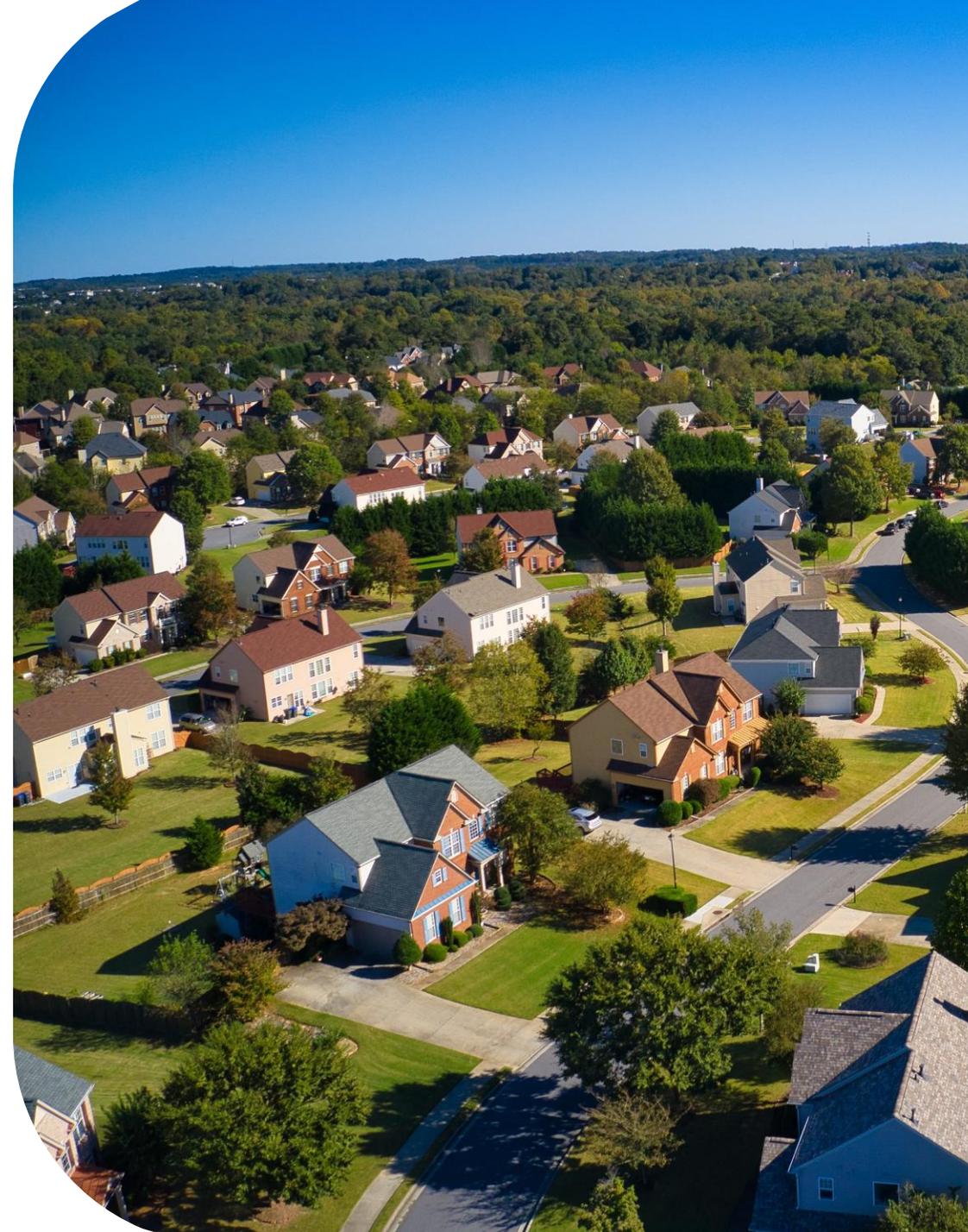
From theory to practice
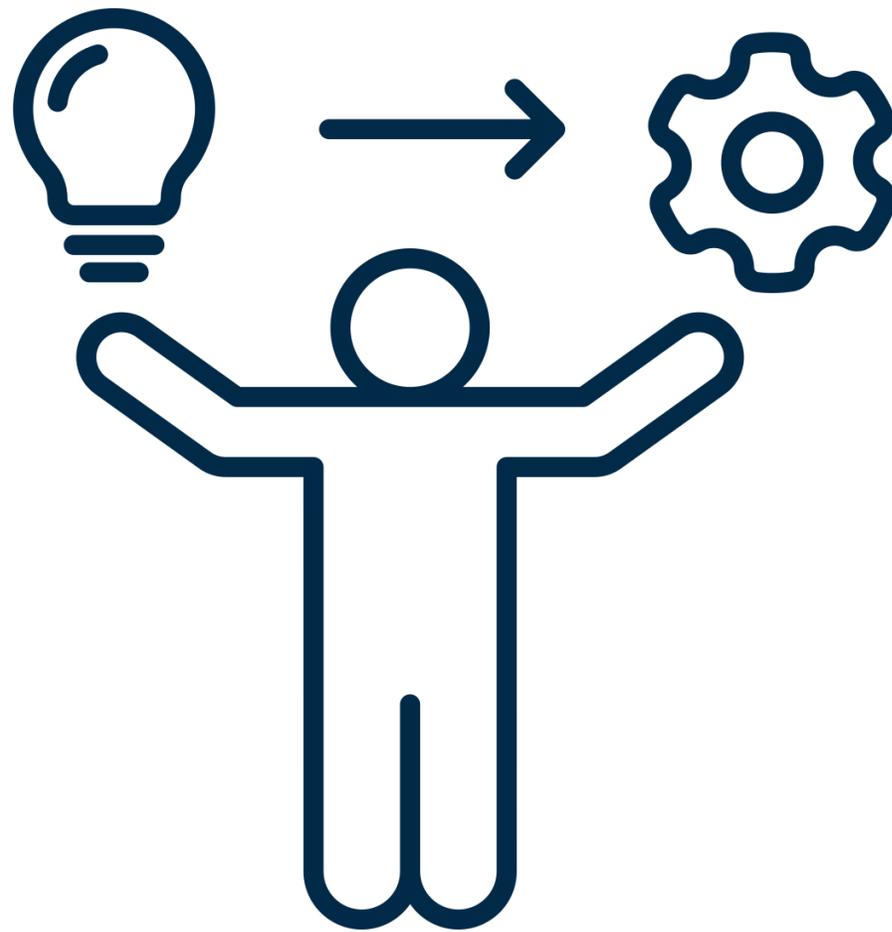
How can we help as you continue your AI learning journey
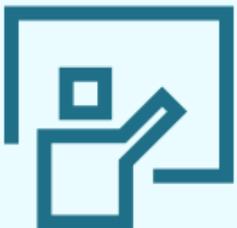
AI Learning Persona Quis

AI guides & resources

Talk with like-minded nonprofits

Live webinars & training library

Case studies

No cost AI adoption opportunities

https://community.infoxchange.org/ai

THANK YOU

PLEASE GET IN TOUCH

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