RESEARCH REPORT

Scaling Impact with AI

Emerging patterns in nonprofit program delivery

JUNE 2026

PROJECT EVIDENT

About Project Evident

Project Evident harnesses the power of data, evidence, and technology to achieve greater impact. We believe that by empowering practitioners to drive their own data and evidence building while also strengthening the surrounding ecosystem, we can increase the number of effective solutions in the social and education sectors and scale them faster, ultimately producing stronger, more meaningful, and more equitable outcomes for students and communities. Project Evident's OutcomesAI practice provides consulting, technical assistance, resources, and tools to support practitioners – nonprofits, school districts, and funders. We achieve this by strengthening their ability to use AI to enhance their understanding, improve their impact, support informed decision-making, advance R&D, and allocate resources to achieve better and more equitable outcomes. We recognize the potential for misuse of data, evidence, and technology and seek to limit harmful practices. We serve on the EDSAFE AI Steering Committee and strongly recommend the S.A.F.E. Benchmarks Framework for K-12 AI efforts. Project Evident's differentiator is its use of AI to drive outcomes. We support processes to detect and avoid technology overriding our evaluative work in delivering equitable outcomes.

About our work with the Siegel Family Endowment

This research is part of a multi-year project supported by the Siegel Family Endowment, designed to explore the impacts of AI within the social sector. This brief captures findings from the first year of the study, which examined how nonprofits are using AI in program delivery, with the aim of informing and stimulating dialogue among practitioners and grantmakers about the role of emerging technology in scaling impact. Year two will turn to AI's role in evidence generation, and year three will pursue questions that emerge from the first two years of inquiry.

Acknowledgments

We are incredibly grateful to the teams at Project Evident (Sarah Di Troia, Kelly Fitzsimmons, Sarah Kelley, Simon Morfit, Mariko Tada, Lucklita Theng, Rhea Tibrewala, and Pete York), our committee of external advisors, including Laila Brenner (Talking Points), Jim Fruchterman (TechMatters), Ron Johnson (Tacilent.ai), Alesha Miller (Digital Green), Tom Schmedding (Sand Technologies), and Brian Trelstad (Harvard Business School), for providing regular input throughout the research and sensemaking phases of the work, and especially to the Siegel Family Endowment for making this project possible.

Scaling Impact with AI: Emerging Patterns in Nonprofit Program Delivery

Introduction and Overview

The social and education sectors are simultaneously drawn to and challenged by scaling impact. Each decade since the turn of the century has unlocked new thinking and practices, from honed geographic replication to leveraged impact through approaches such as training-the-trainer and advocacy.[1] However, scale frameworks that predate the general availability of AI often treated technology as an undifferentiated driver of growth and provided limited, practical guidance for social impact leaders. Many practitioners see AI specifically as a potential lever for good, with ~80% believing their organizations would benefit from using more AI for mission-related work.[2] By late 2025, an estimated 92% of nonprofits report using AI,[3] but mostly in administrative workflows such as fundraising and communications.[4] The social sector is primed for greater actionable insights on deploying AI to improve and scale impact.

Project Evident compiled publicly available information on 128 nonprofit organizations working across the globe that use AI in program delivery. The future of scaled impact looks like Lenny Learning, a U.S. nonprofit that supports K-12 mental health and wellness education and uses an AI-enhanced platform to provide educators with tailored, real-time, evidence-based lessons to support student wellbeing. With an AI-powered program model, Lenny Learning expanded its reach from 18,000 students at the start of 2024 to more than one million by the end of 2025.[5]

Lenny Learning is one of many examples we share in this report to highlight patterns of how early adopters apply AI to 18 program model elements — specific ways AI is used to augment service delivery — to scale mission-related work. These elements nest into six broader program categories that describe where AI is entering the program model. The organizations reflect diversity across multiple dimensions, including organizational size, sector focus, geographic reach, and technological maturity. The work of these nonprofits makes clear that AI is expanding what's possible in program delivery: freeing staff capacity for higher-judgment work; extending reach across barriers of geography, language, and time; enhancing decision-making with faster and more rigorous analysis; and enabling personalization at a scale that would otherwise require far more resources.

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[1] Select pieces exploring scale include: "Virtuous Capital: What Foundations Can Learn from Venture Capitalists," *Harvard Business Review*, 1997. Candid and GEO, What Do We Mean by Scale, 2011. The Bridgespan Group, Transformative Scale: The Future of Growing What Works, 2014. "Scale Really Matters," *Stanford Social Innovation Reviews*, 2026.

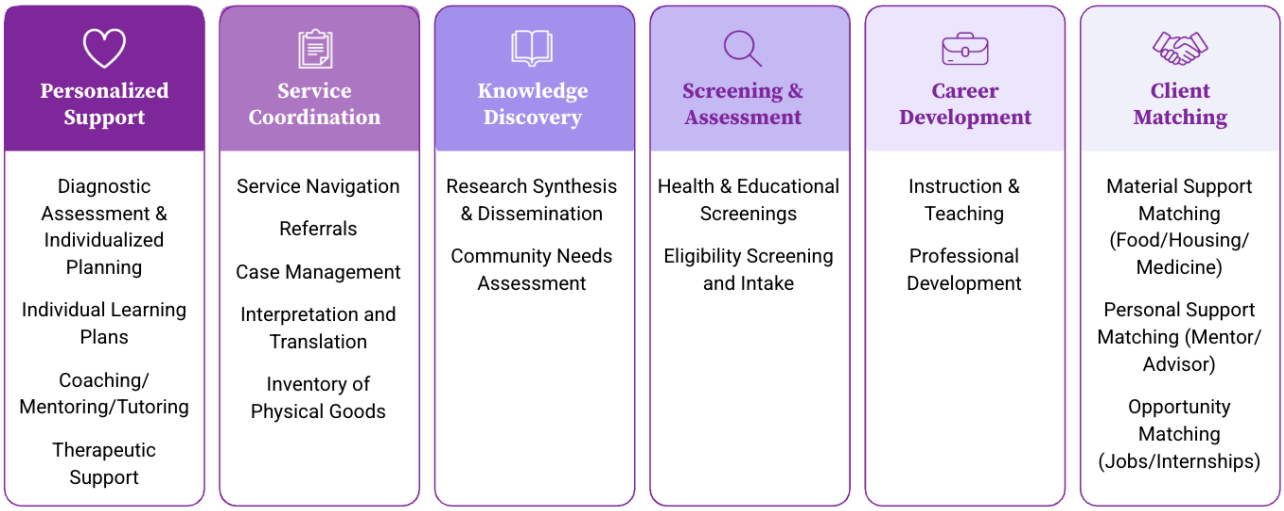
[2] Project Evident and Stanford's Institute for Human-Centered Artificial Intelligence, Inspiring Action: Identifying the Social Sector AI Opportunity Gap, 2024.

[3] The State of AI Adoption & Transformation for Nonprofits, 2026.

[4] Center for Effective Philanthropy, *AI With Purpose: How Foundations and Nonprofits Are Thinking About and Using Artificial Intelligence*, 2025.

[5] Lenny Learning, 2025 Wrapped; 2024 Wrapped.

18 Program Model Elements Nesting Under Six Program Categories



Across the dataset, four key insights stand out:

- Over a third of organizations are deploying AI in the **Personalized Support** and **Service Coordination** program categories. These are areas that are hard to scale because of the relationship-driven, individualized nature of the work.
- Three program model elements — **Service Navigation**, **Research Synthesis & Dissemination**, and **Health & Education Screenings** — are the most commonly adopted across our dataset, each appearing in more than 15% of organizations.
- Nonprofits deploy a wide range of AI applications. Certain types of AI applications are more broadly applicable than others: **Data Analysis & Insights** and **Conversational Agents** appear frequently across nearly every program category.
- Well-resourced U.S. nonprofits are not the only organizations using AI to scale impact, nor is adoption limited to a handful of sectors. The organizations in this dataset span a wide range of issue areas, and nearly forty percent operate outside the U.S.

By documenting how early adopters are integrating AI into their program models, we hope to accelerate experimentation by making it easier for philanthropy to encourage and fund AI innovation, and for practitioners to pilot new program approaches with AI.

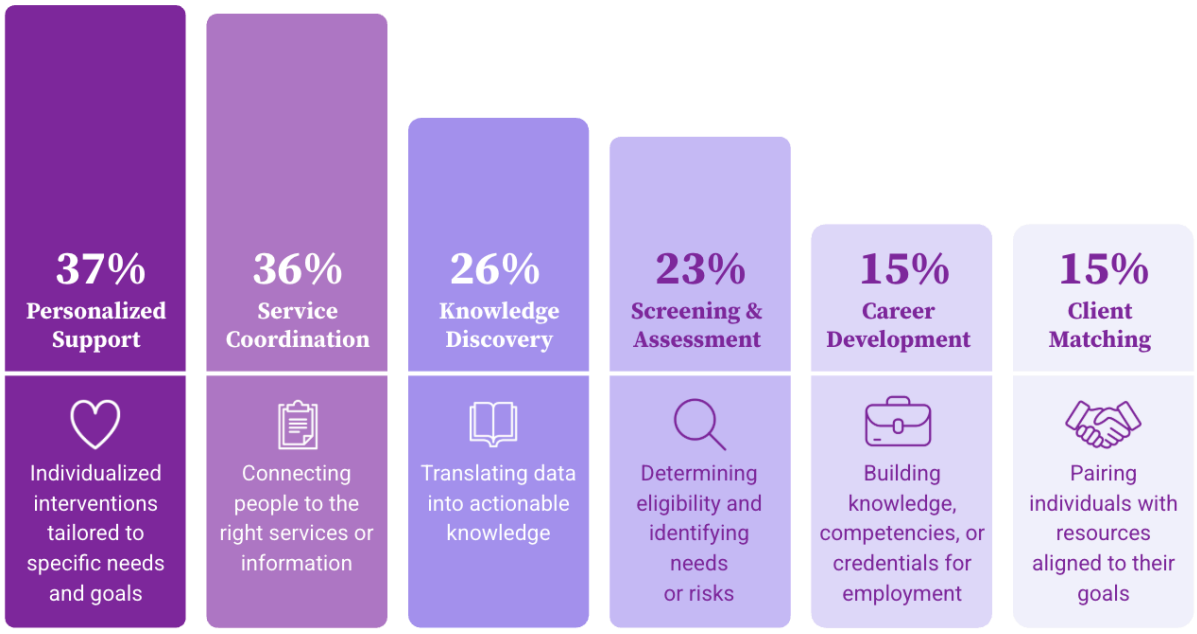
The Leading Program Categories Where AI is Scaling Impact

INSIGHT:
Over a third of organizations are deploying AI in the **Personalized Support** and **Service Coordination** program categories. These are areas that are hard to scale because of the relationship-driven, individualized nature of the work.

Amongst the organizations in our database, clear patterns emerged in where AI adoption is concentrated, with activity clustering in six program categories: Personalized Support, Service Coordination, Knowledge Discovery, Screening & Assessment, Career Development, and Client Matching. Among these, two categories — **Personalized Support** and **Service Coordination** — account for the overwhelming majority of AI adoption inside program delivery. These are functions where the limits of human capacity can limit impact and scale. A caseworker can only hold so many cases, and a counselor can make only so many referrals. AI is enabling organizations to break through these limits, serving more people with more individualized attention than staff capacity alone would allow.

Personalized Support and Service Coordination Lead the Program Categories

***Note**: Because organizations often apply AI across multiple program categories, a single organization may appear in more than one category. The distribution above reflects how frequently each category appears across our dataset.*



For example, Gemma Services' adoption of AI exemplifies the **Personalized Support** category. Gemma Services, a youth development organization supporting more than 3,000 youth and families each year, uses an AI-backed analytics tool to give therapists real-time data to inform individualized treatment decisions for youth in psychiatric residential care. AI-enhanced functionality helped reduce the length of residential stays by 29 days during two years of tool use, accelerating community reintegration and improving placement stability a year after discharge. Looking forward, the organization plans to expand its AI tool to all clinicians across its outpatient settings. This is one instance of how nonprofits are applying AI precisely where the need is highest and the quality of interactions matters most.

Signpost AI, a joint effort led by the International Rescue Committee and Mercy Corps, demonstrates the power of using AI to enhance **Service Coordination**. Signpost operates digital hubs that deliver critical information to displaced people across 30 countries — connecting crisis-affected populations to essential services, emergency assistance, and safety resources in their own languages. To meet the magnitude of that need, Signpost deployed an AI-powered information assistant that draws on more than 50,000 documents to generate accurate, multilingual responses to inbound support requests. Staff reported a roughly 70% efficiency gain when using the tool — freeing capacity to handle more complex queries and reach more of the people who need them most.

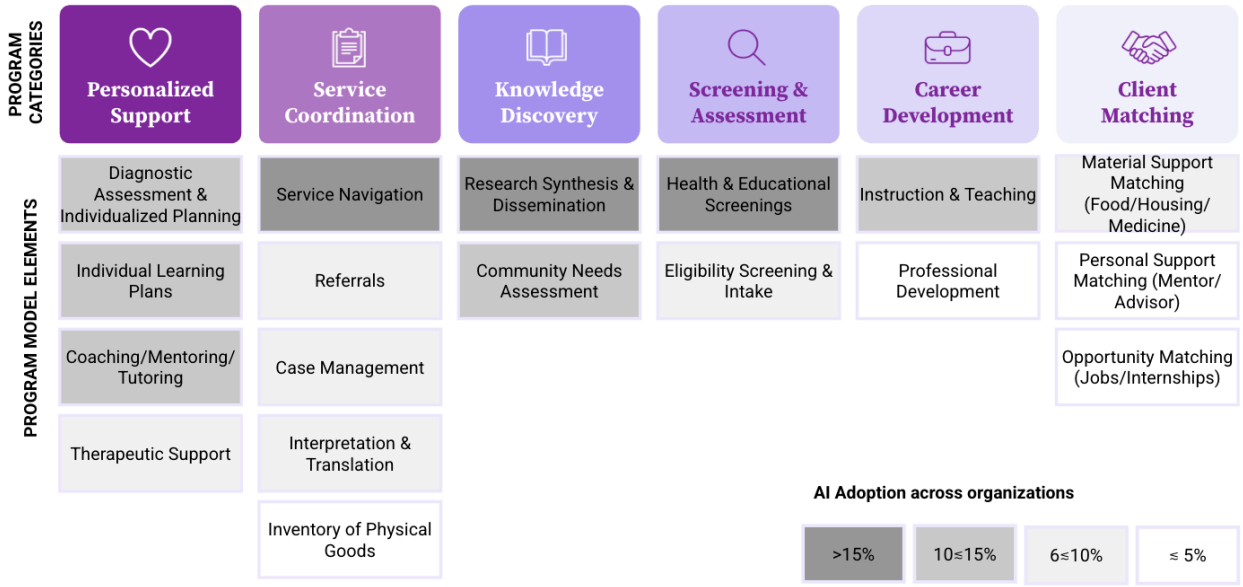
Where AI has Traction Inside Program Delivery

> **INSIGHT:**
> Three program model elements — **Service Navigation**, **Research Synthesis & Dissemination**, and **Health & Education Screenings** — are the most commonly adopted across our dataset, each appearing in more than 15% of organizations.

Our data highlights 18 distinct program model elements — specific ways AI is used to augment service delivery — that nonprofits employ to scale impact. Across these, **Service Navigation**, **Research Synthesis & Dissemination**, and **Health & Education Screenings** are the three most common. This distribution is likely due to the issue areas represented by the organizations in our data (see "Geographic and Sector Distribution" section below). These three program model elements are common functions across **Health & Wellbeing** and **Education**, the two most predominant sectors represented in our database. Additionally, **Service Navigation** and **Health & Education Screenings** both occur early in the service delivery sequence and often involve rule-bound processes (e.g., following standardized questionnaires or routing criteria). As a result, the structure of the underlying data may create an easier on-ramp for using AI to scale impact.

Distribution of 18 Program Model Elements across Program Categories

Percentage of organizations in the dataset deploying AI in each program model element, grouped by program category. Organizations may align with more than one program model element.



The following cases draw from the three most widely adopted program model elements and illuminate what is possible when AI is used to scale impact.[6]

- AI helps organizations overcome the communication and reach challenges that often accompany **Service Navigation**. For instance, Violetta, a Mexico-based nonprofit, employs an AI chatbot to educate users about healthy relationships. Violetta can detect risky situations related to gender-based violence and direct people to specialized psychological support. Violetta has directed 40,000 individuals to such care. The technology extends the reach of professional psychological support to populations that would otherwise go without it.

- **Research Synthesis & Dissemination** necessitates moving quickly across large volumes of complex information – a task well suited to AI's strengths. HURIDOCS, a Geneva-based nonprofit supporting human rights organizations worldwide, uses machine learning to automatically extract, classify, and connect relevant information across laws, court decisions, victim testimonies, and resolutions. As one indication of its impact, processing time for more than 200 documents in multiple languages dropped from roughly three months to 43 hours.

[6] Case studies are profiled narratively throughout the brief. The Appendix includes examples for all 18 program model elements depicted above.

- For **Health and Educational Screenings & Assessments,** consistent, timely identification of risk is key, but it scales poorly when reliant on staff capacity alone. Age UK, a British charity serving older adults, uses AI to transcribe calls between volunteers and elderly callers as part of its Telephone Friendship Service and automatically flags safety concerns — such as financial vulnerability or mental health risks — for staff follow-up. Across 23,000 calls assessed, the approach saved 9,500 staff hours, freeing capacity for the human response that more serious concerns require.

The Types of AI Applications Nonprofits Are Using

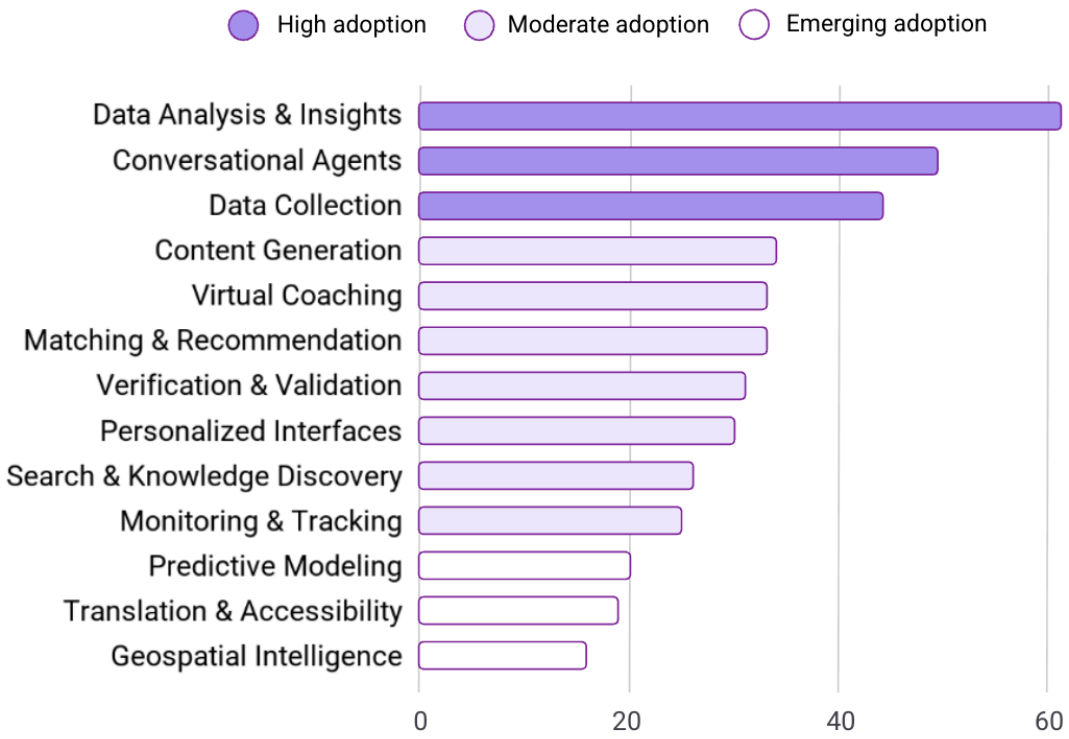
> **INSIGHT:**
> Nonprofits deploy a wide range of applications. Certain types of AI applications are more broadly applicable than others: **Data Analysis & Insights** and **Conversational Agents** appear frequently across nearly every program category.

When seeking to deploy AI to scale impact, nonprofits should start with their program logic model and identify the problem they want to solve, rather than looking for a type of AI application and figuring out where it fits. In short, an organization's program logic model should come before the technology roadmap. By starting with the program first, practitioners can later select the right type of AI application, with a variety to choose from. Within the dataset, 13 types of AI applications were identified, ranging from **Data Analysis & Insights** and **Conversational Agents** to **Geospatial Intelligence** and **Predictive Modeling**. By application type, we refer to what the AI does (i.e., what the AI is being used for),, distinct from the programmatic activity it supports (see Appendix for additional definitions).

Data Analysis & Insights, Conversational Agents, and **Data Collection** applications lead adoption by a significant margin. These applications help organizations understand their data, communicate with the people they serve, and make better decisions in real time. In doing so, they expand the volume and quality of work a lean team can take on.

Frequency Distribution of AI Application Types

Number of organizations in the dataset using each application in program delivery. Organizations may use more than one application type.



Three organizations convey what this looks like in practice:

- AI enhances Goodwill Industries of Orange County's **Data Analysis & Insights** capabilities. The organization uses AI to photograph, identify, and auto-generate listings for donated clothing — streamlining inventory operations while expanding employment access for workers with disabilities. The result: a 35% increase in the number of items a single lister can post, meaningfully expanding what a lean team can accomplish.

- Compass, Tabiya's mobile chatbot, illustrates how **Conversational Agents** can scale the delivery of individualized career guidance. Compass engages job seekers in natural dialogue to uncover both formal and informal skills, generate a tailored CV, and match them to relevant opportunities. The tool is designed to deliver the kind of individualized career guidance that would otherwise require a human counselor, at a scale no counseling team could match alone.

- CaseAI, developed by Bayes Impact, helps automate **Data Collection** for social workers and case managers. Streamlining data entry and beneficiary tracking reduces administrative burden and frees capacity for direct client work. Case managers can save up to 10 hours of work per week, time that can be redirected toward the people they serve.

Where AI Application Types Are Being Deployed Across Program Categories

The previous bar chart shows the types of AI applications nonprofits use most to scale impact. The matrix below shows *where* these application types are deployed across the six program categories represented in our dataset. Depicted this way, the distribution of AI application types signals variation in how well suited each is to scaling impact. The higher adoption of **Data Analysis & Insights** and **Conversational Agents** (noted above) is, in part, a product of their versatility: these applications appear more consistently across all six program categories than others. By contrast, other applications lack the same broad relevance. For instance, **Virtual Coaching** skews to the **Personalized Support** program category.

AI Application Types Vary Across Program Areas

Concentration of AI application types by program area. Organizations may appear in more than one program area and use more than one application type.

Type of AI Application	Personalized Support	Service Coordination	Knowledge Discovery	Screening & Assessment	Career Development	Client Matching
	Program Category					
Predictive Modeling	12	7	9	7	2	5
Matching & Recommendation	11	12	10	9	2	15
Search & Knowledge Discovery	6	19	11	9	2	2
Data Collection	12	19	20	14	4	8
Data Analysis & Insights	22	20	33	14	4	11
Monitoring & Tracking	9	14	12	12	2	2
Verification & Validation	9	15	17	13	1	1
Content Generation	12	16	10	6	10	3
Translation & Accessibility	9	12	2	6	3	1
Conversational Agents	29	33	10	14	9	5
Virtual Coaching	30	9	3	6	10	2
Geospatial Intelligence	0	3	19	4	0	1
Personalized Interfaces	26	11	1	8	5	3

0	1-5	6-10	11-15	16-20	21-25	26-30	31+

Two additional examples illustrate versatile AI application types:

- **Service Coordination** organizations rely heavily on **Conversational Agents.** mRelief, a benefits access nonprofit, deploys an AI chatbot to guide clients through the SNAP application process — answering general and state-specific policy questions, providing timely encouragement, and ensuring no applicant is left waiting on a critical question. Clients working with mRelief achieve a 73% SNAP approval rate, compared to 58% without it.
- **Knowledge Discovery** is dominated almost entirely by **Data Analysis & Insights**, reflecting work that is fundamentally about sense-making. U.S. Hunger, a food security organization, demonstrates how far that sense-making can scale, using machine learning to aggregate client health and hunger data, mapping food insecurity patterns at the community level, and delivering 65,000+ food boxes in a single year to 250,000+ families.

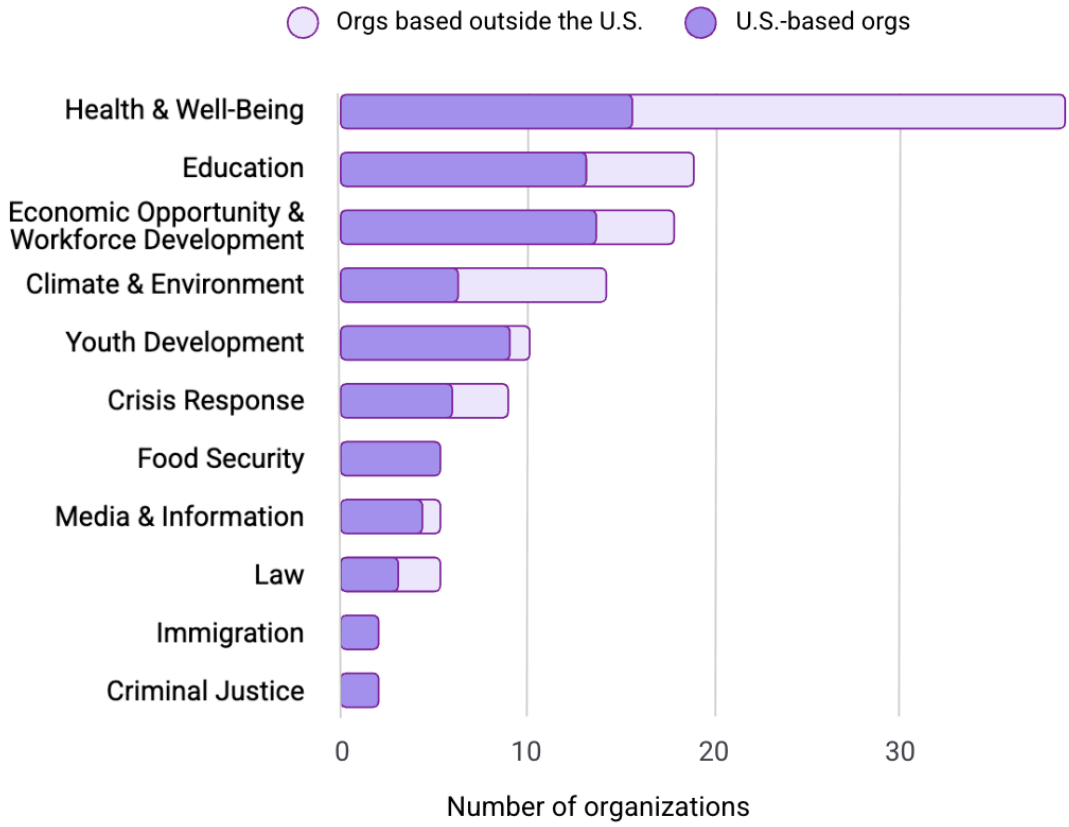
Geographic and Sector Distribution

> **INSIGHT:**
> Well-resourced U.S. nonprofits are not the only organizations using AI to scale impact, nor is adoption limited to a handful of sectors. Nearly half the organizations in this dataset operate globally and span a wide range of issue areas.

The diversity of issue areas (eleven in total, ranging from Health & Well-being to Criminal Justice) and geographies represented (with nearly 40% of organizations working outside of the U.S.) in our data counters the perception that only a select group of nonprofits can employ AI for program delivery. **Health & Well-being** was the most prominently represented sector, followed by **Education**, fields where greater data availability may help explain the relatively higher uptake of AI. The dataset makes clear that organizations working across a range of impact objectives and contexts are successfully pursuing AI to scale impact – encouraging signs for organizations contemplating AI for their programs and services.

AI in Program Delivery Spans Sectors and Geographies

Number of organizations by sector (n=128)



Recommendations for Practitioners

The question most practitioners face is not whether AI can play a role in scaling impact — it's where to begin. If your technical staff has never had a cup of coffee with your program team, that is the simplest place to start. Scaling impact with AI requires harmonizing your program logic model with your technology roadmap. That means technology and program staff need to work together, with the program setting the agenda.

- **Create a safe playground to experiment and learn:** If you do not have one already, create an AI Use policy and enhance your data governance policy to include AI use cases. If your organization is just getting started with AI, review Project Evident's Equitable AI Adoption Framework to help inform your thinking
- **Start with your program logic model:** Which of the ways to scale program impact documented in this research brief most closely mirrors the program logic model, activities, and workflows your organization already uses to deliver impact? Don't approach scaling impact by focusing on AI technology first; start with your program model.

- **Look to your peers:** The 18 ways to scale impact documented in the visuals above are shaded by how widely they have been adopted by organizations in our dataset. The most widely adopted represent paths others have already explored, offering greater certainty to organizations weighing how and where to begin and the opportunity to share practices and technical approaches.

Recommendations for Funders

Grantmakers currently feel underprepared to evaluate the technical feasibility and ethical dimensions of AI proposals.[7] This report is a call to action to learn how AI can be used as a lever to scale impact. As AI becomes a regular part of nonprofit program models, the number of AI-related grant proposals aimed at scaling impact will only increase. The patterns captured through this research offer a window into future trends that funders can prepare themselves for.

- **Plan for your organization's AI adoption journey:** Understanding how your organization is using or could use AI will help you make connections with grantee proposals for AI to scale impact. If your organization is just getting started with AI, review Project Evident and Warren West's AI Journey Map for Philanthropy and Responsible AI Adoption in Philanthropy to support an internal conversation about AI use.
- **Invest in capacity building:** Funders possess cross-organizational and cross-portfolio visibility and can identify common opportunities and challenges to scale impact, which are best reflected in shared AI capacity-building and resilience resources. For common program opportunities, the chart of 18 ways to scale impact is a great place to start.
- **Disclose failures to support sector learning**: Cultivating a new norm of disclosure – one that gives equal weight to both the challenges and successes of AI to scale impact – accelerates collective progress through the AI learning curve and unlocks greater impact across the sector.
- **Invest in sector-wide infrastructure:** In a sector defined by resource constraints, duplicating the investment required to adopt and integrate AI to scale impact already proven elsewhere is a cost the field can ill afford. Minimizing this risk calls for a shared learning infrastructure — curated hubs where organizations can find what works, what doesn't, and where to start scaling impact. Funders are uniquely positioned to nurture the development and use of this infrastructure.

[7] Project Evident, Funding the Future: Grantmaker Strategies in AI Investment, 2025.

Conclusion

The organizations profiled in this research brief are early movers, and the patterns they exhibit signal the future of mainstream nonprofit practice. What they collectively show is that AI can expand what's possible across functions that are among the hardest to scale, and that the sector is already figuring out how. The field is further along than prevailing narratives emphasizing AI for administrative efficiency suggest. The nonprofits referenced in this piece are proof of that and an invitation to others ready to do the same.

The ways to scale impact documented in this report are a map, not a mandate. Every organization's entry point will look different depending on what program delivery consists of, where the evidence is strongest, where capacity exists, and where the people being served stand to benefit most. Navigating these decisions will get easier as AI technology becomes increasingly accessible and more nonprofits establish a path for others to follow.

Scaling impact with AI raises a familiar question for nonprofits: how to pursue reach without sacrificing depth. Some [8,9] contend that program scaling dilutes impact (quality and fidelity invariably decrease as programs grow). Our analyses of organizations using AI in their program models suggest that the terms of this debate may be changing. Organizations are beginning to use AI to scale impact – not simply by extending reach or improving efficiency, but by enhancing staff capacity, strengthening decision-making, and facilitating personalization. This evolution raises the possibility of simultaneously achieving scale and impact in ways previously impossible.

[8] "Does Everything in the Social Sector Need to Scale," *Stanford Social Innovation Review*, 2026.
[9] "Against Rushing to Scale," *Stanford Social Innnovation Review*, 2026.

Appendices

Standout Examples of AI to Scale Impact From The Field

The following section offers additional details on the program model elements. For each of the 18 program model elements, a case description identifies what a good deployment looks like in practice — the organization, the tool, and the outcome. Together, they show what becomes possible when organizations adopt AI to scale impact: augmenting team capacity, extending their reach, enhancing decision-making, and serving more people more effectively.

Personalized Support

Diagnostic Assessment & Individualized Planning

Gemma Services
Youth Development
Revenue: $48.4M (as of 2024)
Employees: ~500 (as of 2025)

Precision analytics-backed Insight Generator provides therapists and practitioners with real-time, actionable data to inform individualized treatment decisions for youth in psychiatric residential treatment.

Impact: Faster community reintegration and increased likelihood of stable placement, enabling practitioners to deliver more individualized care across higher caseloads.

Source(s): *Gemma Services*; *ProPublica*; *University of Kentucky*

Personalized Support

Individual Learning Plans

Lenny Learning
Education
Revenue: $3.25M (as of 2024)
Employees: 3 (as of 2024)

The tool generates personalized, clinically validated learning plans for individual students, enabling school teachers and counselors to deliver tailored mental health and social-emotional support at scale

Impact: 1M+ students reached through 14,000+ educators and counselors (in 2025).

Source(s): *Lenny Learning 2025 Wrapped*; *Lenny Learning 2024 Wrapped*; *ProPublica*

Personalized Support

Coaching/Mentoring/Tutoring

National Domestic Workers Alliance
Workforce Development
Revenue: $48.6M (as of 2024)
Employees: 204 (as of 2024)

Ask Aya, a chatbot trained on NDWA's trusted resources, provides domestic workers with real-time coaching on worker rights, self-advocacy, and navigating workplace challenges.

Impact: 93% of beta users applied Aya's advice in real workplace conversations. NDWA is striving to bring 220,000 domestic workers onto the Ask Aya platform by 2027.

Source(s): *NDWA*; *IDEO*; *ProPublica*

Personalized Support

Therapeutic Support

Koko
Health & Well-Being
Revenue: $1.47M (as of 2024)
Employees: 10 (as of 2026)

AI detects high-risk content in consumer platforms and connects users to self-guided interventions and peer support, combining safety guardrails with evidence-based tools.

Impact: 6M+ users reached; 25% reduction in suicidal ideation.

Source(s): *Koko; ProPublica*

Service Coordination

Service Navigation

Violetta
Health & Well-Being
Employees: 7 (as of 2024)

AI chatbot is deployed by partner organizations to help users detect signs of gender-based violence and navigate to appropriate care, routing users to professional psychologists when needed.

Impact: 250,000+ people served with 40,000 connections facilitated to professional psychologists.

Source(s): *Violetta, Solve MIT; Mental Health Innovation Network*

Service Coordination

Referrals

Signpost AI (IRC & Mercy Corps)
Crisis Response
Revenue: $1.5B (IRC, as of 2025)
Employees: 4,431 (as of 2025)

AI agents analyze 50,000+ documents across IRC and Mercy Corps databases to generate accurate, multilingual rapid-referral responses for crisis-affected populations, delivered via chatbots.

Impact: Pilot results showed increased staff productivity and greater capacity to handle complex queries, with staff reporting approximately a 70% efficiency gain when using the tool.

Source(s): *SignpostAI; Google; ProPublica*

Service Coordination

Case Management

CaseAI by Bayes Impact
Health & Well-Being
Employees: 21 (as of 2017)

An open-source tool automates routine data entry and streamlines beneficiary tracking, reducing the administrative burden for social workers and case managers and freeing up capacity to serve more clients.

Impact: Saves case managers up to 10 hours of work per week.

Source(s): *CaseAI; ProPublica; Medium*

Service Coordination

Interpretation & Translation

Tarjimly
Immigration
Revenue: $1.2M (as of 2024)
Employees: 16 (as of 2026)

AI instantly matches refugees and immigrants with volunteer translators. FirstPass, Tarjimly's AI translation tool, also generates draft translations for human review.

Impact: 600,000+ refugees and immigrants served; 3x faster than human translation; 18% improved translation accuracy.

Source(s): *Tarjimly 2024 Impact Report; Tarjimly 2021 Impact Report; Tarjimly; The Conversation; ProPublica*

Service Coordination

Inventory of Physical Goods

Goodwill Industries of Orange County
Economic Opportunity
Revenue: $113M (as of 2024)
Employees: 1,100 (as of 2026)

AI is used to photograph, identify, and auto-generate listings for donated clothing, streamlining inventory operations while expanding employment access for workers with disabilities.

Impact: 35% increase in the number of items a lister can post.

Source(s): *Microsoft; MIT Sloan Management Review; OC Goodwill; ProPublica*

Knowledge Discovery

Research Synthesis & Dissemination

HURIDOCS
Law
Revenue: $2.1M (as of 2025)
Employees: 27 (as of 2026)

Machine learning automatically extracts, classifies, and connects relevant information across laws, court decisions, victim testimonies, and resolutions, enabling faster document analysis for human rights organizations.

Impact: Processing time for 200+ documents reduced from ~3 months to 43 hours.

Source(s): *HURIDOCS; HURIDOCS Staff; HURIDOCS Audited Financials*

Knowledge Discovery

Community Needs Assessment

U.S. Hunger / Feeding Children Everywhere
Food Security
Revenue: $7.1M (as of 2024)
Employees: 110 (as of 2024)

Machine learning aggregates client health and hunger data to map food insecurity patterns at the community level and targets households with the most acute needs for direct food box delivery.

Impact: 65,000+ food boxes delivered in a single year, providing 9M+ meals to 250,000+ families.

Source(s): *US Hunger; ProPublica; Forbes; JP Morgan*

Screening & Assessment

Health & Educational Screenings

Age UK
Health & Well-Being
Revenue: £131M (as of 2025)
Employees: 1,317 (as of 2025)

AI transcribes Telephone Friendship Service calls and flags safety concerns among older adults for follow-up, such as financial or mental health risks.

Impact: 23,000 calls assessed, saving 9,500 staff hours.

Source(s): *AgeUK; Microsoft; Charity Commission*

Screening & Assessment

Eligibility Screening & Intake

mRelief
Food Security
Revenue: $4M (as of 2024)
Employees: 24 (as of 2024)

Applying AI to document verification in the SNAP benefits application process enables clients to receive faster, more consistent decisions on submitted materials – and frees staff advocates from time-consuming manual review.

Impact: 73% SNAP approval rate vs. 58% without mRelief.

Source(s): *mRelief; mRelief Annual Report; Gitlab; Candid*

Career Development

Instruction & Teaching

Center for Employment Opportunities (CEO)
Workforce Development
Revenue: $116M (as of 2025)
Employees: ~600 (as of 2026)

AI Voice Coach, a voice-enabled AI agent, delivers phone-based interview and customer service coaching to returning citizens in correctional facilities, accessible 24/7 through existing phone lines.

Impact: 500+ participants showed improved interview skills, reduced anxiety, and stronger workplace communication.

Source(s): *CEO AI for Opportunity; CEO AI for Opportunity Updates 2025; ProPublica*

Career Development

Professional Development

CETA Global
Health and Wellbeing

AI-powered avatar simulations let mental health workers practice and refine clinical techniques on demand, with instant feedback backed by two decades of Johns Hopkins clinical research.

Impact: Months of clinical training and supervision were compressed into weeks, enabling organizations to build frontline mental health capacity faster and at lower cost.

Source(s): *CETA Global*

Client Matching

Material Support Matching
(Food/Housing/ Medicine)

LemonTree
Food Security
Revenue: $1.22M (as of 2024)
Employees: 14 (as of 2026)

AI tool matches families to nearby food pantries based on location and transportation access, surfacing results through a personalized map and calendar dashboard.

Impact: Up to 15,000 households connected to food resources in a single day.

Source(s): *LemonTree*; *PagerDuty*; *ProPublica*

Client Matching

Personal Support Matching
(Mentor/ Advisor)

Nurtured TX
Health and Wellbeing
Revenue: $135,000
Employees: 3 (as of 2026)

An AI-powered provider-matching tool enables program staff to query and instantly identify top mental health provider matches for new clients based on availability and language.

Impact: 30–60 minutes saved per client match; improved retention and satisfaction among clients and partner organizations.

Source: Project Evident's national nonprofit AI capacity building initiative

Client Matching

Opportunity Matching
(Jobs/Internships)

Tabiya / Global Development Incubator
Economic Opportunity
Employees: 14 (as of 2026)

Compass, a mobile chatbot, gathers a jobseeker's skills and experience to generate a tailored CV and match them to relevant roles; Horizon, an AI matching engine, surfaces relevant opportunities using transparent, traceable reasoning.

Impact: Pilots across South Africa, Kenya, and Ethiopia; technology is currently being evaluated using randomized control trials.

Source(s): *Tabiya - Compass*; *Tabiya - Horizon*; *ProPubica (The Global Development Incubator)*

Methods

We compiled publicly available information on 128 nonprofit organizations, reflecting diversity across multiple dimensions, including organizational size, sector focus, geographic reach, and technological maturity — ranging from digitally native organizations to those building infrastructure for the first time. Our analysis mapped adoption across 18 program model elements — the specific activities in which AI is being deployed in program delivery — and organized them into 6 higher-level categories of work that nonprofits pursue to deliver impact. These data represent 11 different sectors and 13 distinct types of AI applications.

128	6	18	13	11
nonprofit organizations	program categories	program model elements	types of AI applications	different sectors

To create and analyze the dataset, we:

- Researched publicly available information about national and global nonprofits using AI, drawing from the following sources:
  - Social sector and popular press (e.g., Stanford Social Innovation Review, Chronicle of Philanthropy, Forbes, Wired)
  - Grantees of funders supporting technology and impact efforts (e.g., the McGovern Foundation, GitLab Foundation)
  - Intermediaries working at the intersection of technology and impact (e.g., Fast Forward, Tech to the Rescue)
  - Corporate-led AI impact efforts (e.g., those led by Google, IBM, Microsoft, Salesforce)
- Reviewed literature on evidence-based program delivery (e.g., logic model frameworks) and implementation science, as well as existing clearinghouses and frameworks for understanding impact in the nonprofit sector (e.g., Impact Genome Registry), to define program implementation components.
- Leveraged insights from Project Evident's capacity-building work supporting grantee cohorts of five community foundations across the country, bringing in examples of nonprofits pursuing AI for program efforts into our dataset.
- Used NTEE codes alongside each organization's stated mission and activities to assign a sector classification.
- Convened a group of field leaders representing diverse perspectives to refine how to categorize and best represent:
  - Program model elements
  - Types of AI applications

- Pressure-tested initial research insights through two focus groups with nine nonprofit practitioners responsible for program delivery within their organizations.
- AI technology was used to identify patterns in the data, as well as to create preliminary drafts of portions of written content

All organizations in the dataset publicly document their use of AI in program delivery, which means this is, by design, a picture of work that is already visible and documented in the field. Given how quickly AI is advancing, readers should treat these findings as a snapshot of where the field stands at a given moment, rather than as a comprehensive assessment.

Definitions - AI Application Types

1. **Data Analysis & Insights:** AI that processes large volumes of program, client, or operational data to surface patterns, trends, and insights that would be difficult or time-consuming to detect manually.
2. **Conversational Agents:** AI-powered tools that simulate human conversation to answer questions, guide users through processes, or provide information via text or voice interfaces.
3. **Data Collection:** AI that gathers, organizes, and structures information from documents, forms, web sources, or unstructured text into usable formats for program or administrative use.
4. **Content Generation:** AI that produces original text, images, or other media — such as program materials, communications, or reports — based on user prompts or templates.
5. **Virtual Coaching:** AI systems that deliver personalized guidance, skill-building, or motivational support to individuals over time, simulating the role of a human coach or advisor.
6. **Matching & Recommendation:** AI that connects people to resources, services, programs, or peers based on their needs, goals, or profiles — automating what might otherwise be a manual referral or search process.
7. **Verification & Validation**: AI that checks information for accuracy, completeness, or eligibility against defined criteria, reducing manual review burden for screening or compliance tasks.
8. **Personalized Interfaces:** AI that adjusts what users see or experience based on their characteristics, preferences, or behavior, making tools and content more relevant to each individual.
9. **Search & Knowledge Discovery**: AI that helps users find relevant information across large or complex datasets, documents, or knowledge bases — going beyond keyword search to understand intent and context.
10. **Monitoring & Tracking:** AI that continuously observes indicators such as client progress, program outcomes, or operational conditions and alerts staff to changes or needs for follow-up.

11. **Predictive Modeling:** AI that uses historical data to forecast future outcomes or flag individuals at elevated risk, helping programs prioritize attention and resources proactively.
12. **Translation & Accessibility**: AI that converts content across languages or formats, reducing language and literacy barriers to services, information, and participation.
13. **Geospatial Intelligence** AI that analyzes location-based data to identify geographic patterns, map community needs, or optimize where and how services are delivered.

***Note**: The 13 types of AI applications documented in this brief were developed inductively — derived from what we observed across 128 nonprofit organizations rather. To situate our taxonomy within the broader literature, we compared it against two mainstream AI classification frameworks: the NIST AI Use Taxonomy 200-1 (2024) and the OECD Framework for the Classification of AI Systems (2022). The comparison reveals substantial alignment; nine of our 13 application types map directly or closely to categories in one or both frameworks. Neither the NIST nor the OECD frameworks were designed with nonprofit program delivery in mind. One broader purpose of this brief is to translate a technical landscape — largely defined outside the nonprofit sector — into terms that are legible and useful for nonprofit practitioners and funders. Where our taxonomy diverges from mainstream frameworks, the divergence reflects the distinctive operational context of nonprofit program delivery. We treat our 13 application types as working definitions appropriate to this context and this moment, consistent with the acknowledgment in NIST and OECD frameworks that AI classification systems should be regularly reviewed as the technology and its applications evolve.*