



MNWB

AI DIGEST



Monthly AI maritime charity highlights

Welcome to our new monthly AI-focused newsletter, AI Digest, bringing practical guidance on the responsible use of artificial intelligence in the maritime charity sector.

Over recent months, many of you have joined our AI courses and workshops. The most common request has been simple: keep the learning going, share examples, and help us apply AI in our day-to-day work. AI Digest is designed to do exactly that, in a consistent and accessible format.

AI is evolving quickly. New tools are emerging, guidance is changing, and expectations from funders, partners and the public are shifting with it. It's easy to feel left behind—not through lack of interest, but because there's so much to keep up with alongside core responsibilities. Staying ahead doesn't mean chasing every new development. It means understanding what is useful, what is safe, and what works for your organisation.

For maritime charities, the value of AI often lies in small, repeatable improvements. It can help draft emails, reports and social posts, summarise long documents, organise meeting notes, and turn rough ideas into practical plans. It can support analysis of feedback, help prepare funding bids, and reduce time spent on routine admin. Used well, it creates more space for the work that relies on judgement, empathy and relationships.

Each edition of AI Digest will include a short roundup of relevant updates, a practical tip you can apply straight away, and an example of how a charity is using AI to improve delivery. We will also share templates and guidance to support good practice. We hope you find AI Digest useful and that it helps you and your organisation make the most of AI in a safe and effective way.

Stuart Rivers
MNWB Chief Executive

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Charities warn AI use is outpacing oversight and governance



UK charities are widely using AI, but much of this activity lacks formal oversight and governance, according to a new report.

The research found that 76% of UK charities have used AI in the past year, yet only 2% are using it at a strategic level. Many organisations have not yet put in place clear strategies, accountability or training.

The report also highlights a disconnect between frontline use and leadership awareness. While AI is becoming embedded in day-to-day work, trustee-level visibility remains limited.

Earlier Charity Commission research found that just 3% of trustees reported their charity was using AI.

[Read more](#)

Guidance for using AI in fundraising



Fundraising Regulator has released official guidance to help charitable fundraising organisations comply with the Code of Fundraising Practice when using AI.

Here is a taster of some of the guidance given by Fundraising Regulator:

When using AI for fundraising, including through third party fundraisers, you remain responsible for checking and approving any AI generated content before it is used. AI can produce believable but incorrect information or biased outputs, so review everything carefully to ensure it is accurate, appropriate and compliant with the code.

Carry out a risk assessment proportionate to your intended uses of AI (however limited) and the tool you are considering, in the context of your fundraising activity.

[Read the article](#)

Carrying out risk assessment



The Charity Sector Risk Assessment 2025 highlights growing financial pressure across charities, driven by rising costs, higher demand and tighter funding, with many organisations spending more than they earn.

It also warns of increasing risks from fraud, weak governance and misuse of charitable status, which can damage public trust. Emerging technologies, including generative AI and deepfakes, present both opportunities for efficiency and new safeguarding and cyber threats.

The report urges trustees to strengthen financial oversight, governance and risk management, while staying alert to digital risks and evolving public expectations.

[Learn more](#)

[Download MNWB's AI policy](#)

AI tips and tricks



In each edition of AI Digest, we will be giving advice on how to effectively use AI in daily tasks which will provide you and your team with better results.

In this edition, we will be providing information on how to use examples to enhance results. Giving AI a clear example of what is deemed to be a “good result” is crucial in reducing ambiguity and creating results that are more tailored for your requirements.

This can be a previous email paragraph, a tone guide, or a model answer. If you can, add two or three variations of the same example to show range, then ask it to produce a new version that matches the style, length, and structure of your samples.

MNWB AI Tool of the Month



Each month, we will highlight an AI tool which we think that you will find useful.

This month we will be highlighting and discussing NotebookLM. NotebookLM is a secure research assistant that transforms organisational data - like grant histories, policies, and donor briefs - into a private, searchable knowledge base.

By grounding responses strictly in your uploads, charity teams can safely synthesise complex data, track funding trends, and generate tailored proposals with precise citations. This slashes the administrative burden of desk research and ensures factual accuracy, freeing up resources for frontline delivery and strategic impact.

It can even turn your uploaded reference material into a custom, two-host audio podcast!

Try out Notebook LM

Want to get involved?

We want to hear from you about your experiences and use of AI in your daily operations. If you are an MNWB member, and want to share your experiences with AI for the next edition of AI Digest, please get in touch with our Digital Marketing Officer, Nick Curtis.

Email Nick

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