



Sneak Peek: Early Findings from 2025 Charity Digital Skills Report

3 July 2025

What we'll be talking about today

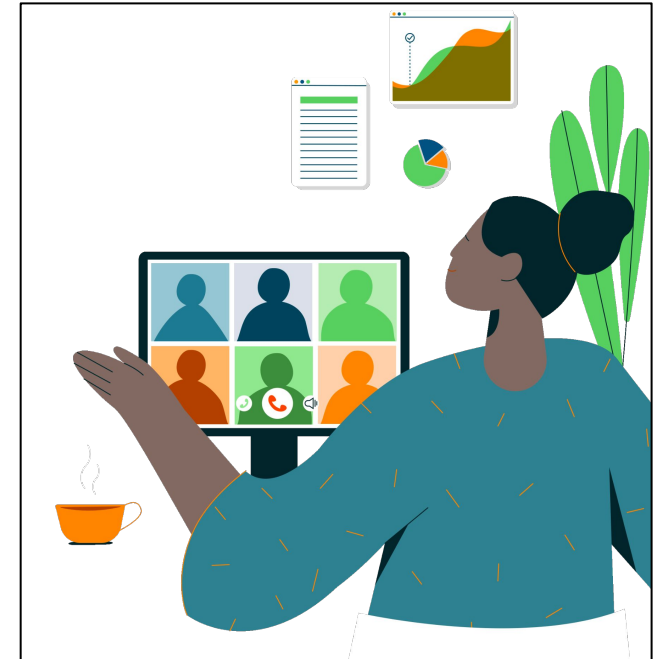
1. Digital and AI trends
2. How the sector is changing
3. What this means for your charity

Initial findings from The 2025 Charity Digital Skills Report

- Interim findings from half way through the survey period
- Final report will be published on 10 July
- 300+ responses- indication of direction of travel
- Indicates significant growth in AI usage across the sector

Source

<https://zoeamar.com/2025/04/09/early-insights-from-the-2025-charity-digital-skills-survey/>



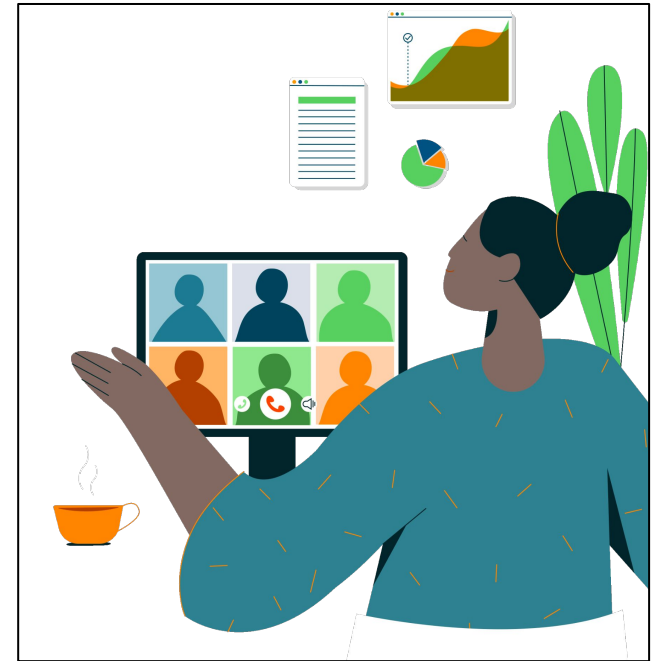
Digital progress overview

Despite challenges, **62%** of charities have made good or significant progress with digital this year

- 34% have stayed the same
- Only 2% feel they have gone backwards
- **Large charities (73%)** are outpacing **small charities (57%)** in digital advancement

What this means:

- The sector is showing resilience in making progress despite the financial squeeze
- The digital divide between large and small charities needs urgent attention
- The gap between large and small is an opportunity for funders and capacity builders to step up with targeted support



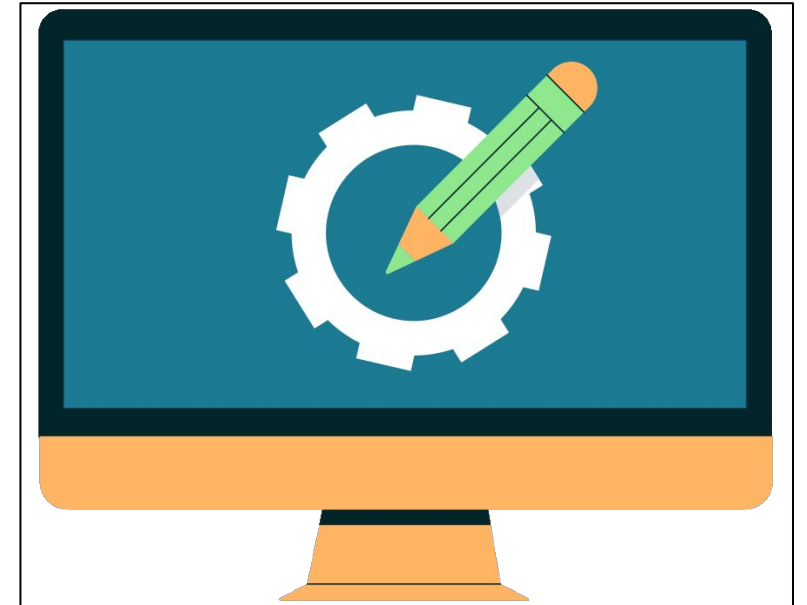
Top barriers to digital development

1. Squeezed organisational finances (67%)
2. Finding funds for infrastructure, systems and tools (63%)
3. Lack of headspace and capacity (62%)

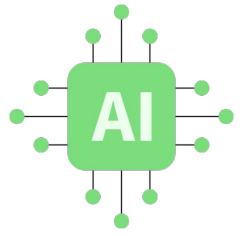
What this means:

- The cost of living crisis is taking a toll on charities' digital transformation
- It's not just about the money - it's the headspace.

These barriers affect large and small charities equally. Financial constraints are sector wide challenges, not just issues for smaller organisations.



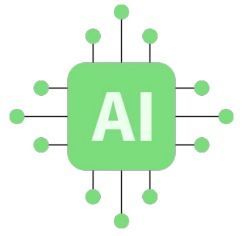
What we've learned so far



More charities are using AI tools, extensively and strategically

- Three quarters of charities (76%) now use AI tools in their day-to-day work, including strategic implementation, pilots, and formal/informal exploration - up from 61% in 2024
- Nearly half (48%) use AI for writing documents and reports (sense checking, drafting content, structuring) - a significant increase from 28% in 2024
- Similarly, 46% use AI for administrative tasks (summarising meeting notes, drafting emails) - up from 32% in 2024

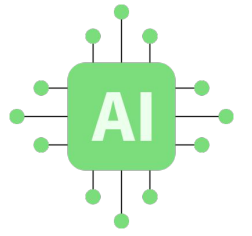
What we've learned so far



Organisational use of AI

- 25% of charities now using AI strategically - more than double from 11% in 2024
- 44% agree they are responding to AI opportunities and challenges, compared to only 22% feeling prepared in 2024
- 50% are developing AI policies (up from 16% in 2024), rising to 66% among large charities
- Top organisational AI applications:
 - Administration and project management (46%)
 - Communications and fundraising (37%)
 - Grant fundraising (36%)
- Small charities prioritise AI for grant fundraising (46% vs 22% for large charities)

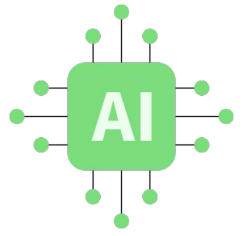
What we've learned so far: large vs small charities



Progress and adoption

- 59% of large charities responding to AI opportunities vs 37% of small charities
- 46% of large charities report progress with AI tools, use cases, opportunities and risks vs 23% of small charities
- Both large and small charities have increased their AI tool usage
- 81% of large charities experimenting with AI in everyday work (up from 54% in 2024)
- Small charity experimentation has nearly doubled from 27% in 2024 to 49% this year

What we've learned so far: large vs small charities



Barriers to adoption

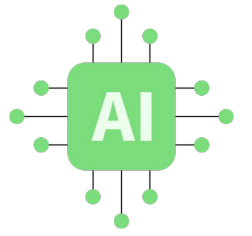
Small charities primarily hindered by:

- Limited digital skills and technical expertise (48%)
- Lack of training (44%)
- One small charity reports: *"Overwhelming workload and dire funding make investing in digital strategy difficult, despite recognising long-term benefits"*

Large charities concerned about strategic implementation:

- Data privacy, GDPR and security concerns (51%)
- Factual accuracy issues in AI-generated answers (50%)
- Potential for bias and discrimination (49%)

What we've learned so far: where charities need support



Progress and support needs

Current Status

- Despite widespread everyday use, only 8% of charities using AI in service delivery
- 58% worried about implications for service quality and data privacy
- This concern rises to 75% among large charities

Support Needed for Successful Sector Adoption

- 71% want more guidance on what responsible AI looks like
- 65% believe more support/training for leaders and trustees would enable adoption

Resources

- Keep an eye out for [The Charity Digital Skills Report](#) launch on 10 July
- The updated [Charity Digital Code of Practice](#) is out now
- Our [digital](#) and [AI resources](#)
- [Starts at The Top- our digital leadership podcast](#)

Thanks for listening. Keep in touch!

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