FELIXSTOWE CHARITIES SUMMIT · 5 NOVEMBER 2026

AI for charities, in plain English

What it is, where it helps, and what to keep out of it

Gemma Gooch · Gem Assist

I'm Gemma

Mum of three and very busy woman.

School governor

Charity secretary

Women Inspired Network

Felixstowe and Woodbridge networking events.

Suffolk Community Libraries relief library assistant

My day job: Gem Assist

As a virtual assistant

- Inbox and diary management
- Bookings and enquiries
- Social media and email campaigns
- Invoicing and minute-taking

Setting up AI assistants

Setting AI up to fit how small businesses and organisations already work, safely. Including scheduled tasks, like a Monday round-up of the week's bookings or a Friday social media plan

Today isn't a sales pitch. Everything here works with free tools you can try yourself.



OVER TO YOU

Have you used AI yet? What did you use it for?

Hands up if you've tried it. Then shout out one thing you asked it to do.

So what actually is AI?

Think of it as very well-read predictive text. You type, it writes back.

Good at

- Drafting and rewording
- Summarising long documents
- Brainstorming ideas
- Changing the tone, formal to friendly

Not so good at

- Knowing facts. It predicts likely words
- Admitting when it's wrong
- Knowing your charity, unless you tell it

Watch it guess the next word

Our summer fete is on Saturday at the **school field from**

Its best guesses for the next word:

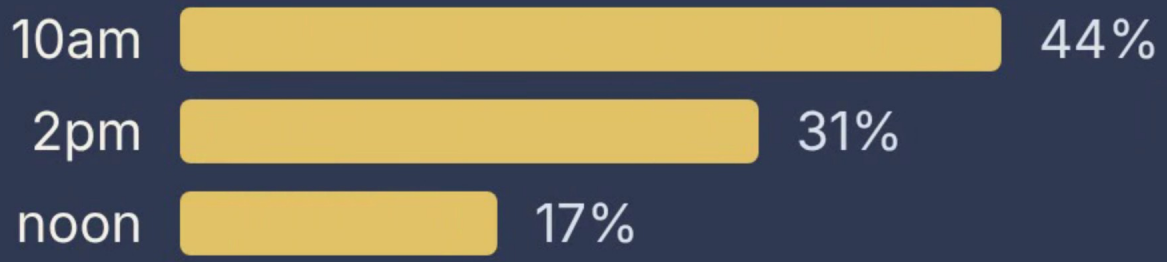


Illustration only. The percentages are made up to show the idea.

OVER TO YOU

What worries you about AI?

No wrong answers. I promise you won't be the only one thinking it.

Lots of names, one idea

ChatGPT **Claude** **Gemini** **Copilot** and more.

They all work the same way: you type a request, it writes back.

Free

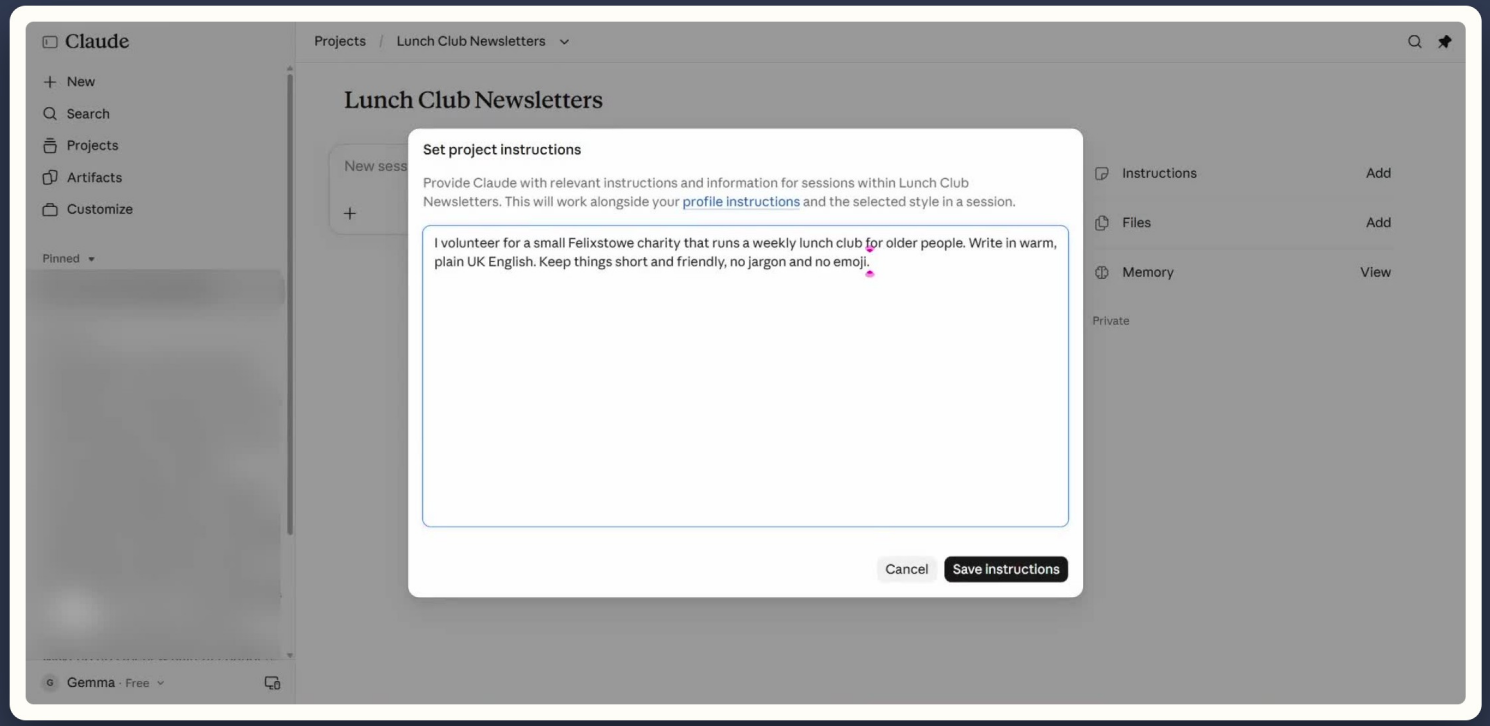
- Plenty for trying it out
- Daily limits on busy days
- May train on your chats unless you switch it off
- You may already have one: Copilot with Microsoft 365, Gemini with Google

Paid · roughly £20 a month

- Worth it if you use it most days
- Much higher limits and the newest models
- Longer documents and more tools
- Team plans usually keep your data out of training

Start free, pick one and stick with it. Pay once you keep hitting the limits, and ask about charity discounts.

Set it up so it knows your charity



In ChatGPT: click your name, then Settings. Training is under Data controls. Your instructions are under Personalization, then Custom instructions. Projects are in the sidebar.

1 · PRIVACY

Switch off training first

Turn off "Help improve our AI models" so your chats aren't used to train it.

2 · PROFILE

Tell it about you

Who you are, who you help and how you like to sound. It remembers this every time.

3 · PROJECTS

One project per job

Each with its own instructions, like this example of lunch club newsletters.

JOINING UP TODAY

Where AI can help, session by session

Governance
Agendas, minutes and plain-English summaries for trustees.

Pride in Place
Summarise long guidance and sort feedback into themes.

Safeguarding
Draft policy outlines and training scenarios to review.

Food safety
Checklists, cleaning rotas and allergen sign templates.

Social media
Post ideas, captions, alt text and a monthly plan.

The FCN website
A clear, up-to-date listing for your charity.

Funding
Find funders and awards, check you fit, draft applications.

SAME RULE FOR ALL

AI drafts. You decide.

And the everyday jobs: newsletters, volunteer adverts, impact reports, easy-read leaflets, translations and spreadsheets.

A better question gets a better answer

Instead of

"Write a newsletter."

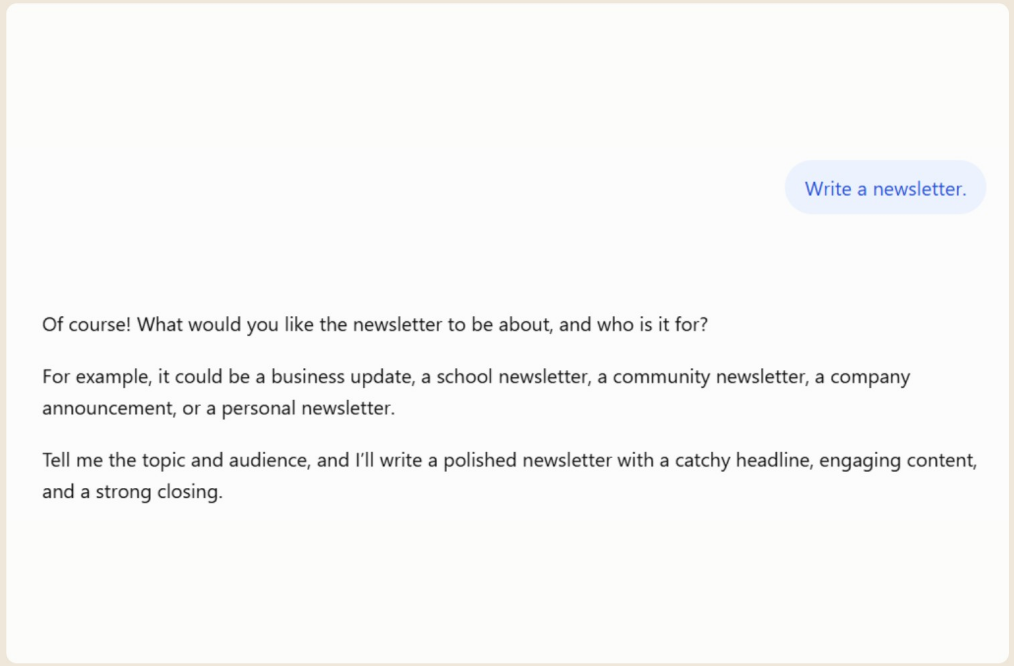
Try

"I volunteer for a small Felixstowe charity that runs a lunch club for older people. Write a short, friendly newsletter for our members about our Christmas lunch on [date], asking for volunteers to help on the day. Under 200 words, no jargon."

Tell it: who you are · what you need · who it's for · the tone · how long

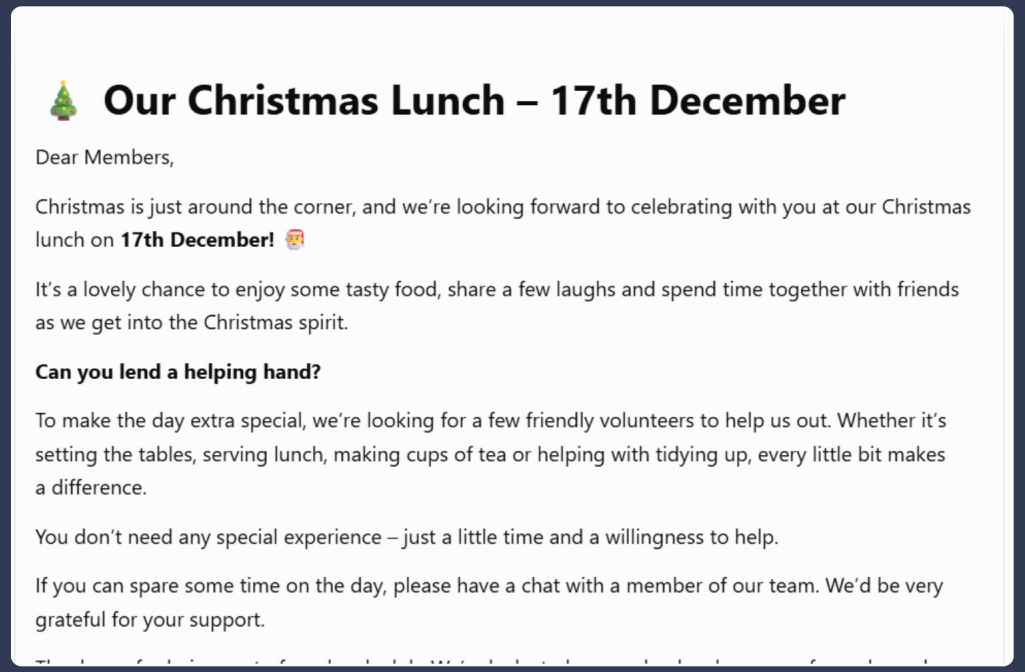
What came back

You asked: **"Write a newsletter."**



It had to ask what you meant.

You asked: **the lunch club prompt**



A draft you could use today, after a check.

One piece, lots of uses

Your Christmas lunch newsletter

The one you just saw, checked and edited

WHAT IT WROTE IN SECONDS

Now turn this into a short Facebook post

Writing

🎄 🎅 **Our Christmas Lunch – 17th December!** 🎅 🎄

We're looking forward to a lovely Christmas lunch with our lunch club members! 💖 There'll be good food, friendly faces and plenty of festive cheer.

🤝 **Can you lend a hand?** We're looking for volunteers to help on the day with setting tables, serving lunch, making tea and tidying up. No experience needed – just a friendly smile and a little time to spare!

If you can help, please get in touch with our team. Every helping hand makes a difference, and we'd be so grateful for your support. 💖

Let's make it a wonderful Christmas celebration together! 🎄 ✨

#Felixstowe #CommunitySpirit #VolunteersWelcome #ChristmasLunch

LIVE DEMO

From scribbled notes to minutes

LUNCH CLUB COMMITTEE, ROUGH NOTES

chair, treasurer, sec + 2 vols. apols kitchen lead

xmas lunch 17 dec, need 6 vols, only 3 so far. sec to do fb post + ask at church

minibus insurance due end of month, treasurer getting quotes

numbers up, 28 most weeks, kitchen tight. chair to ask hall re bigger room from jan

2 vols need food hygiene refresher before feb, sec to email kitchen lead

raffle made £142

next mtg 9 dec

1. Tidy minutes, with a table of who does what by when
2. A short reminder email to the committee
3. Spot the check: did it add anything that wasn't in the notes?

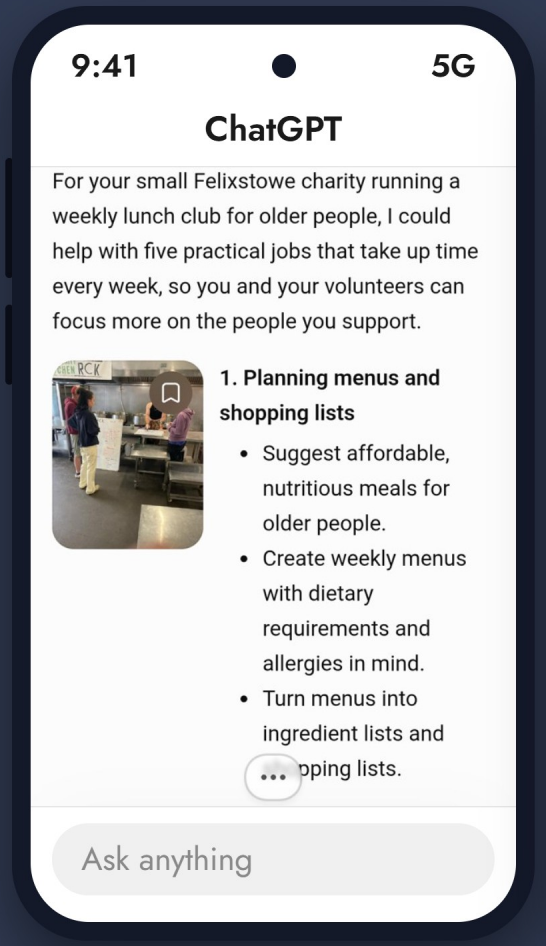
YOUR TURN: PHONES OUT

Type this into ChatGPT, Claude or Gemini

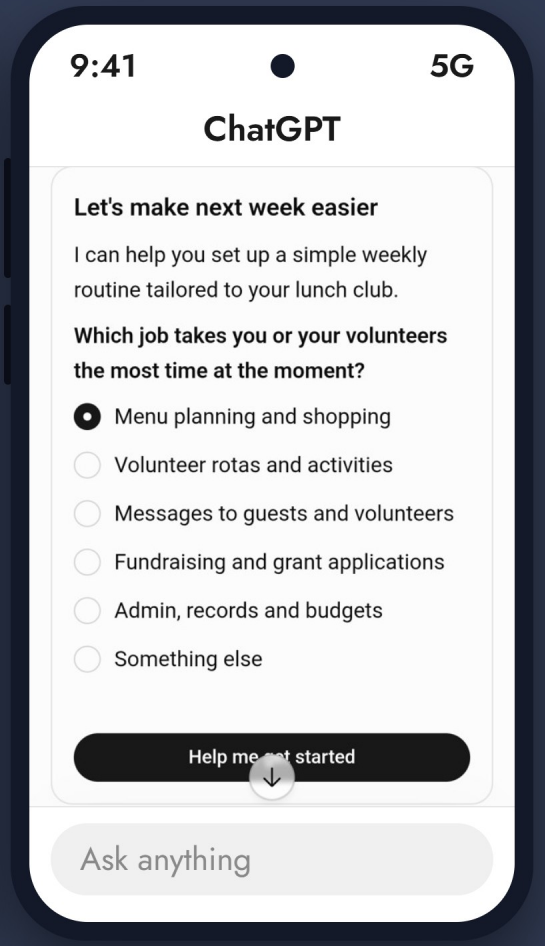
"Here's what our charity does and who we help: **[your charity]**. What are five jobs we do every week that you could help with?"

Describe the charity, not the people. No names or personal details.

Five jobs, tailored to a lunch club



Then it asks where to start



Where it trips up

It makes things up

Facts, quotes and sources, all said with total confidence.

It can sound bland

Without your detail it writes like everyone else. Add your voice back.

It can be out of date

Recent news, rules and prices may be missing or wrong.

It can repeat bias

It learned from the internet, warts and all. Read it with a critical eye.

You're the editor, not the AI

Before anything goes out, check:

- Names, dates and times
- Figures and statistics
- Anything legal, financial or about safeguarding
- Quotes and sources. Do they actually exist?
- Does it sound like your charity?

OVER TO YOU

What's a definite no to put into AI?

Shout them out. What would you never type in?

Keep it out

Never put in

- Names and details of people you support
- Safeguarding concerns
- Health information
- Donor or bank details
- Passwords
- Confidential trustee business

✓ Do this instead

- Swap names for "Person A"
- Describe the situation, not the person
- Check the privacy settings in your tool
- Postcard rule: if you wouldn't write it on one, don't paste it in
- UK GDPR still applies

Try it this week

1
Pick one free tool and fill in the settings

2
Switch off training on your chats

3
Pick one job you do every week and ask for help

4
Check everything it gives you

Start small. Low stakes first.

Thank you. Any questions?

VA SUPPORT

Gem 10
£350 a month · 10 hours

Solo and need the basics off your plate.

Gem 15
£525 a month · 15 hours

Bookings and socials alongside daily admin.

Gem 20
£700 a month · 20 hours

When admin has become a second job.

AI ASSISTANT SET-UP

Time Back Review
£295

Find where your time goes.

AI Set-Up
from £695

Your assistant, set up for you.

Your £295 Review fee comes off this.

Add-on builds
from £350

One extra assistant or automation.

AI Care
£95 a month

Kept working as tools change.

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