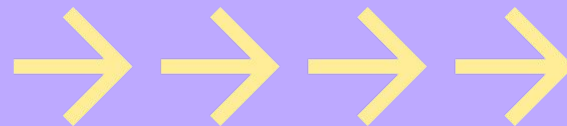




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How to use AI to Empower Your CSR Team and Amplify Impact

Empower your CSR team with AI

July 2025



AGENDA

→ Insights from the AI readiness survey

→ Why AI matters now, Our AI Ethos at Deed, Real-world examples of AI in CSR

→ Introducing ImpactAI: Deed's CSR Co-Pilot

→ Customer use case and fireside chat

→ Discover what's next on Deed's AI roadmap

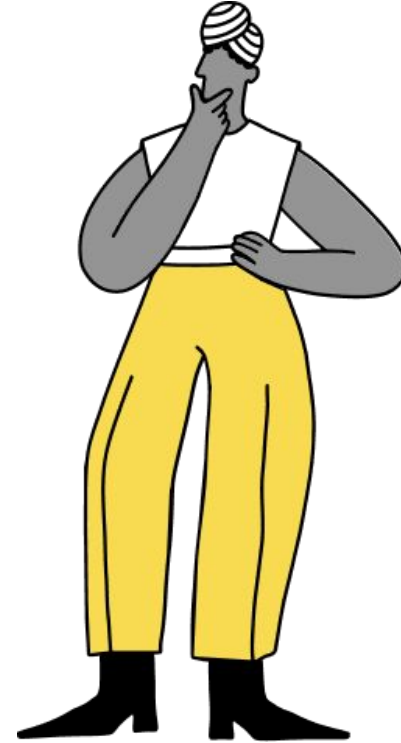
What People Are Most Cautious About with AI in CSR

Top:

**Inaccurate or irrelevant outputs
(80%)**

Followed by:

**Ethical bias (40%) and job
displacement (20%)**



Why AI Matters Now

→ AI is transforming corporate social responsibility

→ Lean teams face increasing demands and expectations

→ New AI tools are constantly emerging

→ AI can enhance CSR effectiveness and impact

Our AI Ethos



AI enhances human insight, not replaces it



Transparency and trust are non-negotiable

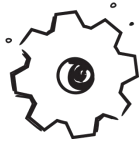


Equity and accessibility in product design

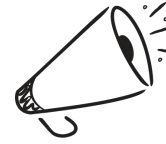


Intuitive, compliant, and powerful tools for users

AI in CSR: Examples



Automate donation verification processes with MatchAI



Create engaging campaign content using CampaignAI



Generate comprehensive insights and reports with AI

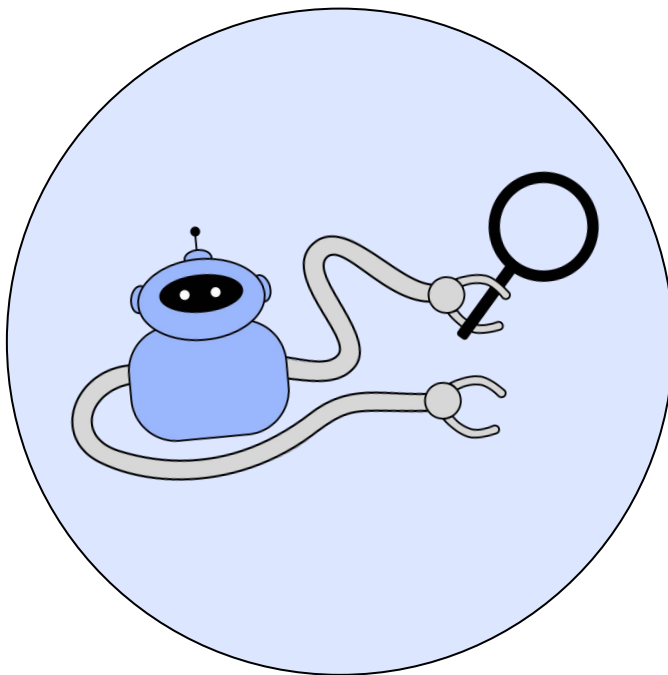


Personalize employee engagement and match opportunities

Meet ImpactAI: Your Co-Pilot

01 — Automate repetitive administrative tasks

02 — Personalize employee engagement at scale

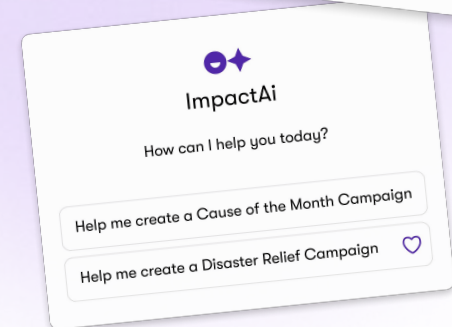
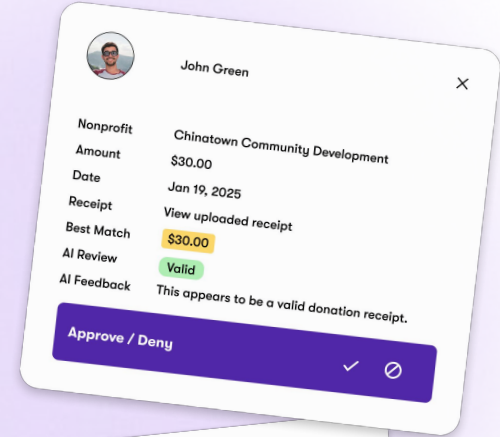


03 — Surface key insights and benchmarks

04 — Draft campaign content with brand tone

Deed ImpactAI: MatchAI + Campaign and Volunteer Event Builder Demo

- ✓ Upload donation receipts for instant verification
- ✓ Eliminate manual checks, saving valuable time
- ✓ Increase trust and accuracy in reporting
- ✓ Draft CSR campaigns/events efficiently in minutes
- ✓ Personalize content with data-driven suggestions





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AllianceBernstein's ImpactAI Case Study

Patrick McAnally, VP of Community and Civic Engagement

I find that too often, CSR leaders are focused on manual tasks, and we really want them focused on human-centered tasks: in the community, face-to-face with people, and at volunteer events.

We are so excited to shift back to the human-centric functions of our role, with Deed's AI doing the repetitive and manual tasks.

- Patrick McAnally, Vice President of Community and Civic Engagement at AllianceBernstein

I am so excited to see all the new functionality offered by Deed's ImpactAI. I asked my colleague who approves matching gift transactions what her experience has been with Deed's MatchAI, and she said "it's fantastic."

Deed's AI suite is helping me fulfill [AllianceBernstein's] mandate to use AI to drive efficiency and create value at our firm.

- Patrick McAnally, Vice President of Community and Civic Engagement at AllianceBernstein

Where We're Headed: What's Next for ImpactAI

Building on what's working, and what's needed next

Thank you!

Any questions?

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