

THE AKOYA

Volume 2, Issue 3



Third Quarter 2023

Norfolk Pearls Foundation of Virginia, Incorporated Newsletter

Norfolk Pearls
Foundation of Virginia

P.O. Box 2734

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npfv.org

Kathy W. Moore, Chairman



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WELCOME TO THE AKOYA!

Chairman's Message

The Norfolk Pearls Foundation of Virginia, Incorporated (NPFV) brings it's 3rd edition this year of The Akoya, with continued hopes that we inform and inspire you on a quarterly basis with all things philanthropic.

Enjoy this edition as we spotlight our 2023 scholarship recipients!

Know that the fall season is "Giving Season" and as the Season unfolds, we find ourselves reflecting on the incredible journey we em-

barked upon in 2016 and are humbled by the unwavering support of our members and sponsors who have been a beacon of hope for our cause.



Remember, the time is always right for new goals and renewed energy to get things done! We also have a website and we will be delighted if you will have a look: www.npfv.org. Share this newsletter with a friend

and "Donate Now" to the Norfolk Pearls Foundation of Virginia, Incorporated!



Kathy W. Moore, Chairman
chairman@npfv.org

Inquiring Minds...

What is a non-profit donation?

A charitable donation is a gift of cash or property made to a nonprofit organization to help it accomplish its goals, for which the donor receives nothing of value in return.

Welcome Jasmine Fields, J.D.



The Norfolk Pearls Foundation of Virginia, Inc. is proud to announce the selection of Attorney Jasmine Fields as General Counsel/Registered Agent effective July 1, 2023.

Fields Law serves the Hampton Roads and Western Tidewater area of Virginia and serves Kansans in a virtual capacity. A general practice law firm with attorneys specializing in business law, estate planning, personal injury law, church and non-profits, criminal defense and traffic. She provides "Entity Services" which include representation from the conception of a business idea to the formation of a business or non-profit, and growth and development of the business. Attorney Fields is experienced in providing non-profit legal services including; Annual Reports, Bylaws, 501(c)(3) Applications, Grant Writing, Compliance Reporting and Non-Profit Law.

Attorney Fields in an active member of Alpha Kappa Alpha Sorority, Incorporated®

NPFV Congratulates our 2023 Scholarship Recipients!

Scholar Spotlights

Ms. Ariana Robbins

2023 Vivian Carter Mason Community Scholarship Award Winner

The Norfolk Pearls Foundation of VA, Inc., shines a light on Ms. Ariana Robbins. She will attend Hampton University to study Business with a minor in Accounting. Her favorite Quote: “God is in the midst of her, she shall not be moved; God shall help her, and that right early...”. Congratulations to a new scholar in town! We are really proud of you!



Ms. Mar'Sheara James

2023 Iota Omega Norfolk High School Scholarship Award Winner

The Norfolk Pearls Foundation of VA, Inc., shines a light on Ms. Mar'Sheara James. She will attend Norfolk State University to major in Education. Her favorite Quote: “She *Believed* she could, so she did.” Scholarship means you have a bright future ahead of you. We already recognize you will make the most of it. Congratulations!



Ms. Cy'Ria Spain

2023 Iota Omega Norfolk High School Scholarship Award Winner

The Norfolk Pearls Foundation of VA, Inc., shines a light on Ms. Cy'Ria Spain. She will attend Purchase College State University of New York to major in Dance Theater. Her favorite Quote: “Psalm 107:1-Give thanks to the Lord, for He is good; his love endures forever. Congratulations. You reached for the stars and grasped one too. Hope you grab the others as well!



Ms. Jocellyn Banks

2023 Thelma Hayes-Delta Epsilon Undergraduate Scholarship Award Winner

The Norfolk Pearls Foundation of VA, Inc., shines a light on Ms. Jocellyn Banks. She is currently matriculating full-time at Norfolk State University. She is a Senior Biology (Pre-Professional) major. Her favorite Quote: “Trust the process, enjoy the journey.” She is a member of Alpha Kappa Alpha Sorority, Incorporated-Delta Epsilon Chapter. Well done. You have made all members extremely proud and happy!

Mrs. Denita Bottoms, Scholarship Committee Chairman, and Mrs. Bertha Escoffery, Scholarship Committee Co-Chairman, provided an outstanding program for the 2023 scholarship award season. NPFV Chairman-Kathy Moore, Vice-Chairman-Jackie Scott, Treasurer-Allison Davis, Member Carla Perry and Member DeVaughn Scott Smith participated in the scholarship presentations. Iota Omega Chapter President-Tamara Cornick Leonard and Vice-President-Demetrius Fowlkes also participated in the presentations. The Norfolk Pearls Foundation of Virginia (NPFV) and the Scholarship Committee met with all four recipients to award mock checks, gifts cards, Chromebooks, and balloons in their university colors. These students are outstanding scholars who have excelled academically in their schools, participated in multiple extracurricular activities and served in the community. These Scholars are our future leaders!



Understanding AI: A Basic Primer for Small Nonprofits

Source: Eleo Online: Software for Nonprofits

Although artificial intelligence, or AI, has only recently dominated headlines, the concept dates back to the first digital computers in the 1940s. The paper, “Giant Brains: Or Machines that Think,” was published in 1949 by Edmund Berkeley. The term “artificial intelligence” was first coined in 1956 and AI research at Dartmouth College began that same year. Of course, some argue that the idea goes back thousands of years to ancient philosophers who spoke of intelligent, artificial beings built by master craftsmen. In Gulliver’s Travels, published in 1726, Jonathan Swift spoke of “the Engine,” a machine that served as “a Project for improving speculative Knowledge by practical and mechanical Operations.”

Today, AI is everywhere and accessible to any individual or organization with an internet connection! Before we discuss how small nonprofits can use AI, let’s talk about what AI is and how it works.

What is AI?

Why not go straight to the source? We asked ChatGPT, “What is artificial intelligence?” Here is the first part of the response we received. Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think and learn like humans. The goal of AI is to enable machines to perform tasks that typically require human intelligence, such as problem-solving, decision-making, language understanding, visual perception, and learning from experience. AI systems are designed to analyze data, recognize patterns, and make informed decisions based on the available information. Essentially, when you feed an AI system with data and give it specific directions, it can complete tasks as a human would, often in a matter of seconds! This could involve anything from writing an email, to designing a graphic, to creating a mobile app. While much of the attention is focused on AI writing tools like ChatGPT, there are thousands of AI-powered tools and capabilities with new ones being introduced daily. Of all technologies that have evolved quickly over the last 20 years, AI is likely to change the fastest in the coming months.

Are there any risks involved with using AI?

The short answer is “yes.” Because most AI tools available to small nonprofits and businesses rely on available data to complete tasks, and the internet is packed with inaccurate and/or biased information, AI can produce writing that’s inaccurate and/or biased. You also need to be very selective about what type of information from your database you feed into an AI tool. For example, AI can potentially help your organization identify which donors and prospects are most likely to give to a certain campaign. It can also help you match volunteers with projects and initiatives that align with their skills and passions. However, sensitive data and personal information from your donor database can be inadvertently or purposefully collected and processed by AI tools. This can lead to violations of data privacy regulations and increase the risk of data breaches.. Clearly, a cautious, methodical approach to AI makes sense for small nonprofits. It’s also a good idea to find out if your consultants and vendors are using AI and for what purpose. Although AI tools are largely unregulated at this point, data privacy rules apply, so the use of AI should be disclosed to donors by nonprofits, and to nonprofits by consultants and vendors.

How should my nonprofit get started with AI?

Again, AI is evolving quickly! AI of today may be unrecognizable to AI of one year from now, and regulations are in the works. That said, there’s nothing wrong with responsibly testing popular AI tools and starting small. For example, you can use a tool like ChatGPT to help you write social media posts, emails, subject lines, and headlines for newsletter and blog articles. Keep in mind that AI probably won’t produce something that you can use verbatim, but it can definitely give you something that gets your creative juices flowing! The key is to be specific in your direction. For example, don’t just say, “Write an email promoting our walk-a-thon.” Provide AI with the same level of detail as you would a human! Who is the target audience? What tone would connect with that audience? Should the email copy be funny, serious, energetic, formal? Do you have old emails that worked well? Then incorporate stories of impact!

The great thing is you can ask AI for multiple versions without creating extra work for your staff. Generally, the more you use AI, the better it will become at “understanding” and meeting your needs. Of course, like any technology, AI requires human oversight. Exploring and testing AI is a great project for a board member who is interested in AI and possibly even using AI for personal or professional purposes. Instead of having staff devote precious hours to AI, have a board member spend time with AI and report their findings!

While AI can help small nonprofits save time, improve fundraising, and serve as a valuable brainstorming tool, take it slow and start small. Get comfortable with one or two small uses cases and establish some guidelines before you expand usage to other areas!

**The Norfolk Pearls Foundation of Virginia, Incorporated[®]
Presents:**



**LUXURY
RAFFLE**



Prizes Include:

- \$1,500 Louis Vuitton Gift Card
- \$750 David Yurman Gift Card
- \$300 Visa Gift Card

Cost of Tickets:

- 1 Ticket: \$10
- 3 Tickets: \$25
- 6 Tickets: \$50
- 12 Tickets: \$100



Ticket sales will take place from November 1-November 30, 2023. All proceeds will go to the Norfolk Pearls Foundation of Virginia, Inc.[®] Purchase of tickets will end on November 30, 2023 at 11:00 PM EST. The drawing will take place on November 30, 2023 after the close of ticket sales. You do not need to be present to win. Please use the QR code to enter.



All proceeds will benefit scholarships, service programs and charitable donations of the Norfolk Pearls Foundation of Virginia, Incorporated[®] the charitable arm of Alpha Kappa Alpha Sorority, Incorporated[®], Iota Omega Chapter.

**SPECIAL THANKS TO
OUR CORPORATE PARTNERS:**



**SEVEN SUMMITS
FAMILY SERVICES LLC**



Upcoming Events

**NPFV Board Meeting
October 23, 2023**

**Giving Tuesday
November 28, 2023**

**Donate to NPFV
Anytime**

Norfolk Pearls Foundation of Virginia, Inc.

Board of Directors

Kathy Wilson Moore: Chairman

Jacquelyn Epps Scott: Vice Chairman

S. Kandi Hall: Secretary

Allison J. Davis: Treasurer

Chenequa T. Hayden: Assistant Treasurer

Tamara Cornick Leonard: Iota Omega Chapter President

Demetrius Fowlkes: Iota Omega Vice-President and Program Chairman

Katherine Lindsey: At-large

Anordia Weatherly: At-large

Committee Chairmen

Denita Bottoms: Scholarship Committee Co-Chairman

Bertha T. Escoffery: Scholarship Committee Co-Chairman

Talaya Sims: Fundraising Chairman

General Counsel/Registered Agent

Jasmine Fields, J.D.



The Foundation does not discriminate or request information to make award decisions based on ethnicity, national origin, gender, identity, sexual orientation, disability, religion or age. The Norfolk Pearls Foundation of Virginia, Inc., underwrites the scholarship program of the Iota Omega Chapter in the City of Norfolk. Recipients of our scholarships are unaffiliated with the foundation and the Iota Omega Chapter.