

Budapest, 28 February 2011.

## Chapter Starter Kit Grant Report<sup>1</sup>

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<sup>1</sup> This is an updated report based on a interim report and grant extension request dated 7 June 2010, submitted earlier and published at:  
[http://upload.wikimedia.org/wikipedia/meta/5/53/Chapter Starter Kit Grant Extension Request - public.pdf](http://upload.wikimedia.org/wikipedia/meta/5/53/Chapter_Starter_Kit_Grant_Extension_Request_-_public.pdf)

## Overview

The Chapter Starter Kit was a \$2700 complex grant aimed at facilitating our organizational development and to provide for the necessary infrastructure and accessories to fulfill activities boosting outreach, participation and credibility.

As part of this grant we undertook eight commitments in several categories: acquiring a number of domains, producing promotional items and membership/business cards, printing promotional and educational material, setting up/improving our online donation system, setting up a Wikipedia Library and soliciting legal and accounting advice.

We were able to fulfill seven of the projects. The fulfillment of one project was not possible in the timeframe and requested budget of this grant. Below you will find detailed information on the commitments we undertook and their status as of 30 November 2010.

## Fulfilled projects under the grant

We have fulfilled the following projects from the grant, in the order they are listed in our grant application:

### *Acquiring the Wikimedia.hu domain*

The domain <http://wikimedia.hu> was parked and unused. We were pursuing with the funds provided by this grant and under the authorization of Mike Godwin the acquisition of this domain under the terms of the Hungarian Domain Registration Regulations.

To this end we have acquired a public notary's certificate that the site is unused, notified the registrar that we would like to receive the domain and as a next step we have initiated domain arbitration proceedings for the handover of the domain.

Unfortunately, it turned out that the domain was acquired by Daniel Mayer through a number of proxies and was in the control of the Wikimedia Foundation all along. After figuring this out the Wikimedia Foundation has agreed to have the domain transferred to us.

The cost<sup>2</sup> of the domain arbitration and the public notary was \$600.<sup>3</sup>

### *Printed material*

We have produced two publications through this grant at the end of November 2010. A report covering our activities in the 2008–2010 period<sup>4</sup> and the Hungarian version of the “Welcome to Wikipedia” brochure of the Bookshelf project.<sup>5</sup>

The publications have been created by volunteers based on the Bookshelf template (but deviating in content) with the open source Scribus software. The grant was used to fund the printing of 50 pieces of the report and 150 pieces of the Welcome to Wikipedia brochure.

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<sup>2</sup> See the [Detail of expenditures](#) section for exact amounts in HUF and USD.

<sup>3</sup> The WMF has asked Wikimedia Hungary to invoice these expenses, but so far we have not been able to do that.

<sup>4</sup> [http://wikimedia.hu/w/images/5/58/Besz%C3%A1mol%C3%B3\\_kiadv%C3%A1ny\\_2008%E2%80%932010.pdf](http://wikimedia.hu/w/images/5/58/Besz%C3%A1mol%C3%B3_kiadv%C3%A1ny_2008%E2%80%932010.pdf)

<sup>5</sup> [http://wikimedia.hu/w/images/7/7e/%C3%9Cdv%C3%B6zl%C3%BCnk\\_a\\_Wikip%C3%A9di%C3%A1ban!.pdf](http://wikimedia.hu/w/images/7/7e/%C3%9Cdv%C3%B6zl%C3%BCnk_a_Wikip%C3%A9di%C3%A1ban!.pdf)

We have handed out the majority of our Report (~35) and the Welcome to Wikipedia brochure (~100 pieces) at our “Ten years of Wikipedia” conference held 15 January in the Hungarian National Széchényi Library. The printing cost was \$1055.

### ***Wikimedia promotional items***

Under the grant we have produced Wikipedia-themed T-shirts (100 pieces), mugs (50 pieces) and pens (150 pieces).<sup>6</sup> The project apart from the obvious process (procuring quotes and manufacturing the products, etc.) included recreating the Hungarian Wikipedia logo with the text in high quality vector graphic format and settling minor typographical ambiguities and subtle details.<sup>7</sup>

The items so far have been distributed as prizes in three of our competitions: a picture competition,<sup>8</sup> an editing drive<sup>9</sup> to supply sources to BLP articles on Hungarian people on the English Wikipedia and a maintenance competition<sup>10</sup> on the Hungarian Wikipedia that resulted in over 2000 articles being improved. Furthermore, we distributed T-shirts to our members at our Annual General Meetings and the Wikimedian meetup that we organized afterwards and used a couple of items as thank you presents for Wikimedia Serbia’s invitation to their Belgrade regional conference. A number of items were distributed in our August 2010 WikiCamp<sup>11</sup> in Nagykanizsa. The remaining items were also distributed at our Wikipedia 10 celebrations.

We are considering this project a huge success as the items produced contributed to community morale and mood<sup>12</sup> and were instrumental in our projects to improve quality. We have set out to distribute the items at at least five events and we have achieved this, we will continue to do so until these supplies last – in the future we hope that the items can be used to drive participation not only quality, morale and inter-chapter comity.

Based on the success and the experiences of this project, as well as the upcoming change in the Wikipedia logo, the 7<sup>th</sup> anniversary of the Hungarian and 10<sup>th</sup> anniversary of the English Wikipedia we have applied for a new grant in the 2010–2011 grant period to produce promotional items.<sup>13</sup>

The cost of the items was \$612.

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<sup>6</sup> <http://bit.ly/WMHU-promo-items>

<sup>7</sup> This was done before the new Wikipedia logo and corresponding visual guidelines were made public.

<sup>8</sup> [http://commons.wikimedia.org/wiki/Commons:Wikimedia\\_Hungary\\_picture\\_competition](http://commons.wikimedia.org/wiki/Commons:Wikimedia_Hungary_picture_competition)

<sup>9</sup> <http://bit.ly/WMHU-BLP-Reference-Drive> – over two hundred articles were sourced, according to <http://bit.ly/dkNMxT> only 3 articles are left

<sup>10</sup> <http://bit.ly/WMHU-Maintenance-Competition>

<sup>11</sup> <http://blog.wikimedia.org/blog/2010/08/27/volunteers-from-serbia-and-wikimedia-hungary-go-wikicamping/>, <http://bit.ly/WMHU-WikiCamp>

<sup>12</sup> Consider the pictures of happy, smiling Wikipedians at [http://commons.wikimedia.org/wiki/Category:2010-05-29\\_Budapest](http://commons.wikimedia.org/wiki/Category:2010-05-29_Budapest)

<sup>13</sup> [http://meta.wikimedia.org/wiki/Grants:WM\\_HU/Promotional\\_Items](http://meta.wikimedia.org/wiki/Grants:WM_HU/Promotional_Items)

## ***Wikipedia Library***

We aimed to obtain the printed reference works on Wikipedia – and to a lesser extent other free culture projects – and make them available to the Hungarian researcher public.

We compiled an initial shortlist of eight books<sup>14</sup> that fit the allocated budget that we bought as a first batch. It was decided that the best way to make these books available was through an established library that had the capacity to provide lending services to our members as well as making the books available to the whole researcher community of Hungary (through inter-library lending).

We chose the National Technical Information Centre and Library (OMIKK) of the Budapest University of Technology and Economics (BME) based on our previous contacts and the likelihood that students researching Wikipedia would be found at BME.

We signed a cooperation agreement with this library whereby in exchange for the books we would receive statistics on the use of these books, our members would receive free library cards on request<sup>15</sup>, and we could hold presentations at the library and centre. We further committed to increase our library – and our dedicated shelf in their reading room – from time to time.

We gifted the first batch of books in January 2010 and have purchased three additional books at the end of November 2010 to be gifted to the library in the first quarter of 2011.

We consider this project and cooperation a success as we are providing reference works that can foster research on Wikipedia and increase its credibility. Furthermore, we are providing value to our members and can hold presentations that increase the credibility of Wikipedia and the other projects. Having the OMIKK library as a partner is important for our organizational development and in our efforts to establish fruitful cooperation with the GLAM and education sector.

The approximate cost of the 11 books was \$234.

## ***Membership/business cards***

As a minor item in the kit we have set out to produce membership cards for our members and business cards for our board and active members.

After careful consideration we have decided that membership cards at this point have little or no benefit and thus we moved on to producing only business card. We have produced bilingual business cards for our board members based on the WMF template in April 2010.

As the template was not in an easily editable format, we have asked the printing shop to make the necessary changes. Unfortunately, we have made an error in reviewing the material and the cards were printed with a wrong logo and had to be redone.

Following a board election in November 2010 a second batch of business cards were produced for the board members, one very active member and the head of the supervisory committee. These new cards were slightly changed in design, removing the “slogan-petals” from the origi-

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<sup>14</sup> See at [http://commons.wikimedia.org/wiki/File:Wikilibrary\\_1.jpg](http://commons.wikimedia.org/wiki/File:Wikilibrary_1.jpg), not shown is *Here Comes Everybody* by Clay Shirky

<sup>15</sup> The cost of library membership is actually higher than our annual membership fee.

nal template as the graphical editing costs of translating them were too high, while leaving them in English was felt inappropriate.

The cost of the three batches of business cards was \$171.

## ***Legal aid and accounting advice***

As part of this grant we asked for the allocation of a small sum for legal aid and accounting advice.

We have asked the Non-profit Informational Education Centre in Budapest to provide us legal advice on planned changes in our bylaws in November 2010.

For accounting advice we have hired an accountant, but as her service fees are well over those budgeted in this grant we financed our accounting costs through a grant from the National Civil Fund and other non-grant income.

The cost of legal advice was \$7.5.

## ***Domain registration***

We registered all the localized domain names of the Wikimedia projects that were available. The Hungarian domain for Wiktionary (<http://wikiszotar.hu/>) was already taken up by a wiki based dictionary site.

The domains were registered as an in-kind donation from our president and thus we have not spent the allocated budget (\$100) for this item.

## **Projects not fulfilled**

Due to various reasons, we have not utilized the following facilities of this grant:

### ***Online donation system***

We have a MediaWiki based donation system utilizing PayPal that has been successfully working throughout the last three fundraisers. Due to the transaction costs of Paypal and in order to boost donor confidence and ease of donations we applied for this grant item so that we could set up our bank's online banking system.

The completion of this project has been blocked by the fact that there's no ready implementation of our bank's system with MediaWiki.

Our original budget estimate provided for this grant took into account the contracting fees of our bank but didn't consider the associated costs of development of our CiviCRM system to integrate with our bank and therefore we couldn't fulfill this project in the grant.

Based on our revised cost estimate, to fund the development costs of CiviCRM we have applied for a government grant in February 2011.

## Detail of expenditures

The following expenses were deducted from our Hungarian Forint account, their value in US Dollars changed over the course of the grant period.

For accounting purposes, we are using \$1/HUF201.364 as the average USD/HUF exchange rate between 24 August 2009 (when the funds were received) and 30 November 2010 (the end of the grant period) as determined by the Hungarian National Bank from day to day. The USD column is rounded to the nearest cent.

Most expenses were denominated in Hungarian Forints; however, the expenses in connection with the Wikipedia Library project are denominated in euros and US dollars. In the HUF column we have indicated the actual amount deducted from our account, in the USD column the corresponding value based on the indicated exchange rate.

	<b>Amount in HUF</b>	<b>Amount in USD</b>
<b>Acquiring the Wikimedia.hu domain</b>		
Domain arbitration	100 000	496.61
Public Notary	20 920	103.89
<b>Printed material and brochures</b>	212 438	1 054.99
<b>Promotional items</b>	123 313	612.39
<b>Online Donation System</b>	–	–
<b>Wikipedia library</b>	47 179	234.30
<b>Business cards</b>	34 373	170.70
<b>Legal advice</b>	1 500	7.45
<b>Domain Fees</b>	–	–
<b>Total</b>	539 723	2 680.34

Amount requested: \$2700

Amount underspent: \$19.66

Requesting re-allocation of remaining grant funding: YES