



WIKIMEDIA  
CANADA

# ANNUAL REPORT 2024





# TABLE OF CONTENTS

A word from our President	3
A word from our Executive Director	5
About Wikimedia Canada	6
A look back at 2024	9
Fundraising	15
Community survey	17
Beyond the report	19



## A WORD FROM OUR PRESIDENT

What a year it has been for Wikimedia Canada! Once again in 2024, our budding organization continues to grow from coast to coast, and even beyond our borders, across North America and the French-speaking world. Our movement, rooted in the desire to open up knowledge and culture to all, has reached several decisive milestones this year. As President, it's my privilege to witness the commitment of our Canadian Wikimedia community.

Two major events marked the year. In November, Wikimedia Canada hosted, for the first time on the American continent, the WikiConvention francophone in Quebec City, the cradle of French-speaking communities in the Americas. The event brought together over 130 people from 16 francophone countries for four days of workshops, conferences and gatherings. It was a great opportunity for networking, information sharing and collaborative thinking on the future of free knowledge in French. A few weeks earlier, we had taken part in the WikiConference North America, held in Indianapolis, in collaboration with several chapters and partner groups from the USA, the Caribbean, and Mexico. Bringing together over 250 Wikimedians from across the continent, the conference provided an opportunity to discuss the creation of a North American Wikimedia Hub. These two events illustrate our growing role in the French-speaking and North American spheres of the Wikimedia movement.

On the organizational front, 2024 marked the arrival of our third employee at Wikimedia Canada. We welcomed Chelsea Chiovelli as our English Program Officer, strengthening our presence in Western Canada and with English-speaking communities. Chelsea, a librarian by training, brings valuable experience in library science to developing our partnerships and supporting volunteers. With Chelsea, our Executive Director Louis Germain and our Communications and Philanthropy Officer Sophie Valade, we are consolidating a professional team that ensures constant support for initiatives in the field.



The year ended with some excellent news: a major three-year grant from the Wikimedia Foundation, totalling \$1.09 million for the period 2025-2027. This sustainable funding will enable us to plan for the long term, expand our team, increase our outreach and more effectively support communities, including under-represented groups, and francophone and Indigenous partners. It is a clear recognition of our impact, our strategic vision, and our drive to innovate.

We also pursued our commitments to Indigenous communities, in part thanks to the support of the Canadian Internet Registration Authority (CIRA). With a dedicated grant, this project will develop a trilingual educational kit (in Atikamekw, French, English) and a podcast in collaboration with young Atikamekw. WikiClub Metapeckeka and the Atikamekw-language Wikipedia (Wikipetcia Atikamekw Nehiromowin) continue to demonstrate the importance of Indigenous knowledge in the Wikimedia ecosystem. These projects highlight Wikimedia Canada's commitment to promoting linguistic and cultural diversity in Wikimedia projects.

In May, our governance evolved with both continuity and renewal. I was elected President of the Board following the 2024 General Assembly, succeeding Ha-Loan Phan, whom I warmly thank for her remarkable leadership. Étienne Beaulé became Vice-President, Hélène Ouellet continued her mandate as Secretary, and Jennyfer Jacques joined us as Treasurer. I would also like to acknowledge the contribution of Pierre-Luc Joncas and Hélène Ouellet, who are leaving the Board after a valuable commitment.

I'd like to finish off by thanking everyone who keeps the Wikimedia movement alive in Canada: our passionate volunteers, our committed partners, our dedicated team, and all those who believe in the importance of free knowledge and culture. It's thanks to you that our organization is so vibrant, inspiring and resilient.

Together, let us pursue our mission with enthusiasm. The best is yet to come.



## A WORD FROM OUR EXECUTIVE DIRECTOR

The year 2024 has been significant for Wikimedia Canada, demonstrating our ongoing commitment to the dissemination of free knowledge. Thanks to the dedication of our volunteers, the support of our partners, and the generosity of our donors, we have been able to strengthen our impact across the country and successfully carry out a number of major initiatives.

Notable achievements included our participation in several campaigns, such as Wiki Loves Sport, which aimed to increase the visibility of Canadian athletes, and the Coordinate Me! contest, which rallied 385 Canadian contributors to enrich data on Wikidata. Additionally, we organized the WikiConvention francophone 2024 in Quebec City, gathering nearly 130 participants from Canada, Europe, Africa, and the Caribbean to discuss the stakes of free knowledge in the francophonie world.

Today, our team is growing! After the arrival of Sophie Valade as Communications and Philanthropic Development officer in 2023, Wikimedia Canada welcomed Chelsea Chiovelli in January 2024 as Program Officer. In addition to supporting numerous projects across the country, Chelsea conducted a survey and a community consultation in Canada. This initiative helped us better understand who contributes to Wikimedia projects in Canada, what their needs are, and how we can better support them in their involvement.

As Wikimedia Canada wraps up another year of exciting projects, we'd like to express our deepest gratitude to everyone who contributes in any way to our mission. Your commitment, support and trust are the pillars of our success. Thanks to you, we have been able to strengthen our impact and our commitment to the growth and development of free knowledge in Canada.

I'd like to take this opportunity to thank the Board of Directors and its members for their ongoing support. I would also like to thank the staff of Wikimedia Canada for their dedication to the free knowledge sector.

Together, let's continue to build a knowledge sharing space accessible to all.

**Louis Germain**  
Executive Director

# **ABOUT WIKIMEDIA CANADA**



## The Board of Directors

Wikimedia Canada's Board of Directors is made up of 10 people. As of December 31, 2024, the Board of Directors is composed as follows:

- **Michael David Miller**, President
- **Étienne Beaulé**, Vice-President
- **Catherine Bernier**, Secretary
- **Jennyfer Jacques**, Treasurer
- **Sven Buridans\***, Director
- **Thérèse Ottawa**, Director
- **Ha-Loan Phan**, Director
- **Sarah Severson**, Director

*\* co-opted by the Board of Directors in December 2024*

One Director position is vacant. **Benoit Rochon** is a non-voting member as Past-President. **Hélène Ouellet** and **Pierre-Luc Joncas** left the Board in 2024, and we thank them for their engagement.

Wikimedia Canada is proud of the diversity of its Board of Directors. Of the eight members, five are women and one is from the Atikamekw First Nation. This representation supports our goals of inclusion and diversity.

## The team

The Wikimedia Canada team is now composed of three people:

- **Louis Germain**, Executive Director
- **Chelsea Chiovelli**, Anglophone Program Officer
- **Sophie Valade**, Communications and Philanthropic Development Officer

The Board and team members are based in Alberta, Quebec, Nova Scotia and Ontario.

## 2022-2026 strategy

Since its founding in 2011, Wikimedia Canada has been growing continuously. This growth has accelerated over the past few years, and an ambitious "strategic transformation" plan has been put in place to take full advantage of the opportunities in Canada.

We are aligning ourselves with the principles of the Wikimedia movement's new strategy. Our Strategic Transformation Plan 2022–2026 aims to provide the foundation and direction for this strategic transformation for the upcoming years.

This document is available at: <https://bit.ly/WMCA2022-2026>

## Our mission

Wikimedia Canada serves as a catalyst for collecting, developing and disseminating knowledge and educational, cultural and historical content in all languages of Canada, including Indigenous languages, under a free license or in the public domain, using the Wikimedia projects as the primary means of dissemination, and supporting volunteers across the country.

Wikimedia Canada also helps to increase the understanding and awareness of the public and institutions in Canada about free knowledge and the Wikimedia projects.

## Our programs

Wikimedia Canada wants to focus its actions on the needs of Canadian volunteers while ensuring the inclusion of people and knowledge that are currently underrepresented in the Wikimedia projects.

To do this, Wikimedia Canada has chosen to organize its activities into six programs:

- **Support to WikiClubs and volunteers**
- **Indigenous cultures, knowledge and languages**
- **Francophonie**
- **Diversity of knowledge and high-impact topics**
- **Collective for free knowledge**
- **Research and development**



# **A LOOK BACK AT 2024**



## Toronto WikiClub: Wikipedia Day and more

On January 14, the Toronto WikiClub met in downtown Toronto to celebrate Wikipedia's 23rd anniversary and chat about artificial intelligence in Wikimedia projects.

The WikiClub was dormant for some time and was reactivated in November 2023 at the WikiConference North America in Toronto. Since the Wikipedia Day, the club has met in July and October, and plans to continue to meet regularly.



## Round table on gender barriers and participation in Wikipedia

On March 12, a round table was organized at the *Livrerie* bookstore in Montreal, QC, to discuss the results of a directed research project on the impact of gender on participation in Wikipedia.

## Second Wikithon #ArtsLitt at the *Bibliothèque nationale (site Grande Bibliothèque)*

On March 17, Wikimedia Canada, Bibliothèque et Archives nationale du Québec, the *Fédération culturelle canadienne-française* and *Littérature québécoise mobile* joined forces to highlight works by Francophone authors from Quebec and Canada, coming from diverse backgrounds, with the help of over 30 editors coming from Quebec, Manitoba, New Brunswick, and Ontario.

## WMCA at the Wikimedia Summit

The Wikimedia Summit 2024 took place from April 19 to 21 in Berlin. It was an opportunity for affiliates and the Wikimedia Foundation to come together to discuss and shape the future of the movement. Wikimedia Canada was represented by Étienne Beaulé, Director, and Louis Germain, Executive Director. Louis also took part in a round-table discussion on misinformation, organized by the Canadian Embassy in Germany and Wikimedia Deutschland.



## Wikidata Coordinate Me! contest

Wikimedia Canada supported the Coordinate Me! contest happening during the month of May 2024. It is an international Wikidata competition around content with geodata aiming to improve or create Wikidata items which have a coordinate location property. 385 Canadian editors participated in the contest and 6147 items were edited.

## Two editathons organized by the Canadian Centre for Architecture

The Canadian Centre for Architecture held its first ever Wiki edit-a-thon on May 22 centered on women photographers whose works are architecture-adjacent. They organized a second editathon on November 20 to improve the online visibility of Canadian Women architects.

## Release of the zine “Gender diversity, from the big screen to Wikipedia”

This zine, published by Cinémathèque québécoise, is a toolbox for the Quebec film, documentation and French-Canadian cultural communities. It brings together strategies identified to promote gender diversity in French-language content about cinema on Wikipedia.



## Indigenous History Month: Wikipedia Edit-a-thon at Dalhousie University

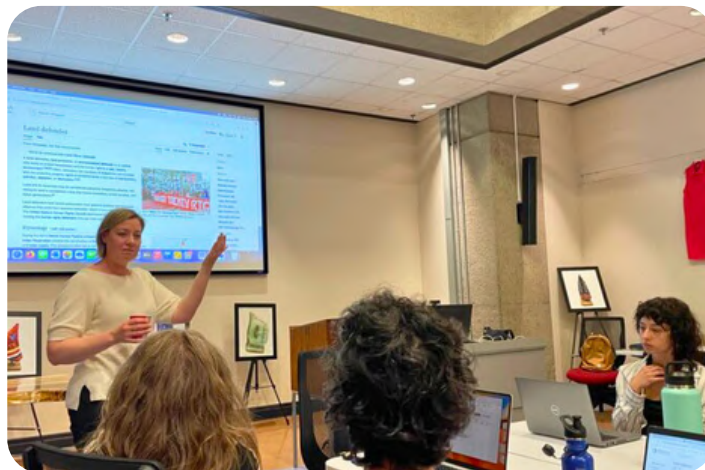
On June 20, a Wikipedia and Wikidata edit-a-thon was organized in honour of National Indigenous History month by the Dalhousie libraries and the Department of Information Science in the Faculty of Management at Dalhousie University. The participants edited 19 Wikipedia articles, added 50 references and contributed more than 3,300 words.

## Wiki Loves Sport campaign

From July 17 to September 22, Wikimedia Canada organized the Wiki Loves Sport campaign for Canada. This campaign aimed to encourage users to create and improve content about Canadian athletes, particularly those from underrepresented communities. Overall, 285 articles were edited and 60,800 words were added during the campaign.

## Workshop series

Wikimedia Canada organized multiple workshops in the second half of 2024 to help users discover or better comprehend some of the Wikimedia projects and related tools, including the Wikipedia Library, an introduction to Commons, and a presentation of the #1Lib1Ref campaign.



## Let's Connect Cross-Regional - Grantee Partner Learning Conversation

Louis Germain joined the learning clinic organized by Let's Connect on September 3 to share WMCA's experience in our work towards achieving impact outcomes.

## FIMS WikiClub: Lunch & Learn

Since September, the FIMS Graduate Library at Western University has been hosting a monthly Wikipedia meetup focused on the overlapping connection between information professionals—librarians, journalists, and media professionals—and Wikimedia editorship.

## Wikimedia Canada at KohaCon24

Louis Germain gave the opening keynote at KohaCon24. The presentation titled “Wikimedia: open projects in the age of AI” explored the growing impact of artificial intelligence on Wikimedia initiatives.

## Wiki Loves Monuments in Canada

The Wiki Loves Monuments contest was organized in Canada during the month of October. Users were encouraged to take pictures of historic places and upload them to Commons. A total of 692 files were uploaded.



## WikiConference North America 2024

Like every year, Wikimedia Canada was part of the organizing committee of the WikiConference North America. In 2024, it took place in Indianapolis, from October 3 to 6. A Canadian Wikimedians meetup was organized on Saturday to facilitate connections and foster a sense of community between Canadian contributors.

## Digital Commons and Artificial Intelligence Day

On November 1, the Digital Commons and Artificial Intelligence Day was organized in Quebec by Wikimedia Canada and INRS, with the support of the Consulat Général de France à Québec and the CRIHN. This day aimed to open a discussion on the place of knowledge commons as a training resource for AI in French-speaking territories.

## WikiConvention francophone 2024

The 8th edition of the WikiConvention francophone took place on November 2 and 3 in Quebec City, preceded by two days of preconferences. A major event for the French-speaking Wikimedia community, this edition brought together nearly 130 people. Participants had the opportunity to deepen their knowledge of wiki projects, take part in stimulating discussions, share moments of conviviality, and discover the local culture.



## Workshop with Greater Edmonton Library Association

On November 6, the Greater Edmonton Library Association hosted its first Wikimedia workshop for library students and professionals. This particular workshop mainly focused on improving existing Wikipedia articles by adding or editing citations.



# FUNDRAISING



## Seeking new funding streams

While funding from the Wikimedia Foundation remains Wikimedia Canada's main stream of revenue, our team has been working on seeking new funding opportunities as well as increasing one-time and monthly donations from individual donors.

### Grants

Wikimedia Canada received 3 grants in 2024:

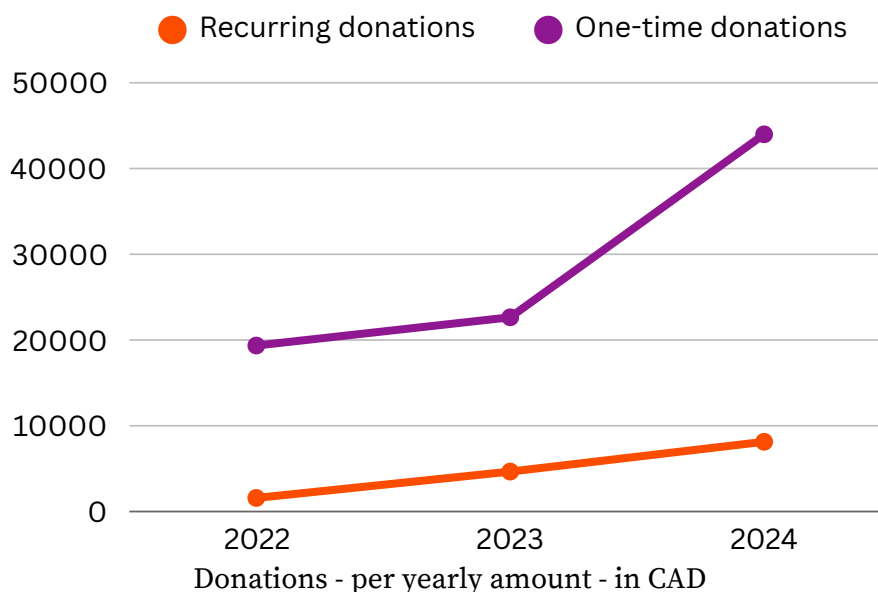
- **\$5,000** from the **Secrétariat du Québec aux relations canadiennes** for organizing the WikiConvention francophone 2024
- **\$25,000** from the **Quebec Ministry of Culture and Communications** for an upcoming project aiming to improve the discoverability of French-language literary content through Wikimedia projects
- **\$60,000** from the **Canadian Internet Registration Authority (CIRA)** for an upcoming project titled "Navigating the Digital World: Atikamekw Youth's Online Literacy Toolkit"

### Individual donations

Over the past three years, the number of Wikimedia Canada's monthly donors has multiplied by a factor of six. The yearly donation amount increased by 163%.

Our one-time donations have also seen a big increase in the past three years, particularly those received during our yearly fundraising campaign running from the end of November to December 31.

Since 2022, the number of one-time donations has increased by over 150%, with a particularly large increase (91%) between 2023 and 2024.



# COMMUNITY SURVEY





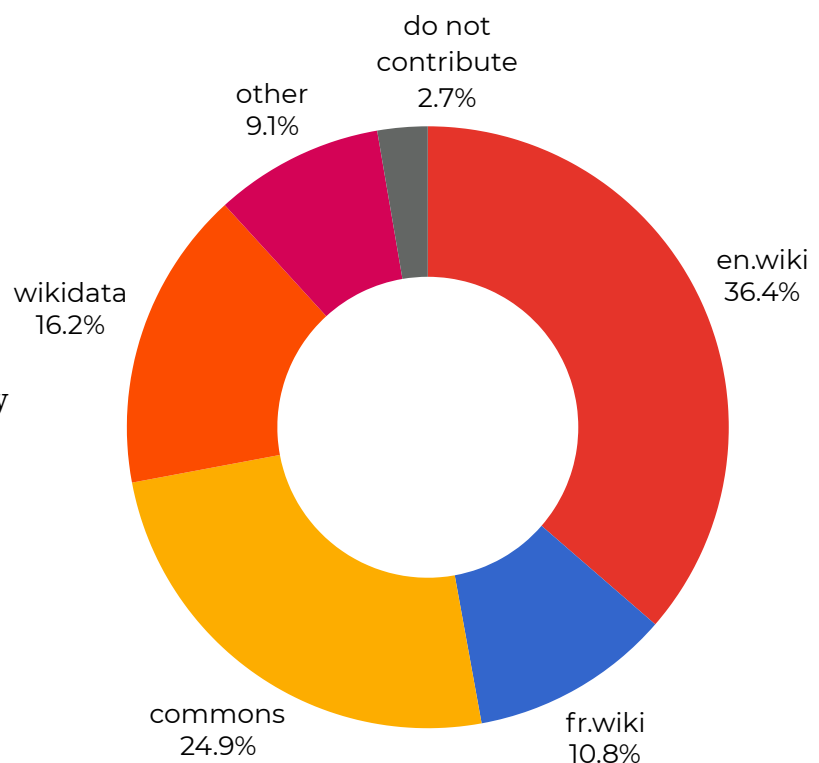
## Community survey

Wikimedia Canada conducted a survey in 2024, receiving 155 responses (118 English, 37 French) from contributors based in Canada. 14 participants were also interviewed afterwards. The purpose of this survey was to better understand who contributes in Canada, how they contribute, and how Wikimedia Canada can better support them. With this knowledge, we can tailor our programming to the needs of our community members.

A key finding was that a majority of survey respondents contribute to English or French Wikipedia. In terms of demographics, respondents were distributed across the country, with the highest proportion of English speakers located in Ontario and a vast majority of French speakers located in Quebec. The largest age-group among respondents was 25-34 years old while the most common occupations fell into the categories of Student, followed by Education and Professional, Scientific, and Technical Services.

From the findings of this survey, we are hoping to increase awareness and engage more GLAM institutions, develop and provide resources for event planning and standard training materials for new contributors, as well as consider partnerships to increase access to Canadian news content for contributors. We are also looking at improving on-wiki communication strategies and continuing to conduct regular surveys to listen to community feedback.

Wikimedia projects that survey participants contribute to



# BEYOND THE REPORT





# THANK YOU

Wikimedia Canada would like to thank all the volunteers in the Wikimedia movement in Canada, as well as all the contributors to Wikimedia projects and, in particular, the participants in WikiClubs across the country. Without their dedication, nothing would be possible.

We would also like to thank all our partners who have collaborated with us to promote free knowledge, support Wikimedia initiatives, and contribute to the growth of our programs across Canada.

We would also like to thank the Wikimedia Foundation (WMF) for funding our projects and activities, and all the generous donors who enable us to carry out our mission and support our volunteers in their projects and initiatives.



## LET'S STAY IN TOUCH



[wikimedia.ca](https://wikimedia.ca)



[ca.wikimedia.org](https://ca.wikimedia.org)



[facebook.com/WikimediaCA](https://facebook.com/WikimediaCA)



[instagram.com/wikimediacanada](https://instagram.com/wikimediacanada)



[linkedin.com/company/wikimedia-canada](https://linkedin.com/company/wikimedia-canada)



[wikimediacanada.bsky.social](https://wikimediacanada.bsky.social)



[t.me/WMCADiscuss](https://t.me/WMCADiscuss)

## SUBSCRIBE TO OUR NEWSLETTER

<https://tinyurl.com/WMCAinfo>



## Photo credits

- p. 1 - [Toronto Reference Library\\_01618](#)2 - Rhododendrites - CC BY-SA 4.0
- p. 2 - [High Dynamic-New Library\\_45701694975](#) - eileenmak - CC BY-SA 4.0
- p. 3 - [Rue McTavish August 2017 01](#) - Arild Vågen - CC BY-SA 4.0 / [J1- journée d'études et de perfectionnement 14](#) - Abiba Pauline - CC BY-SA 4.0
- p. 4 - [Intérieur 2 de la Maison de la littérature de la Bibliothèque de Québec](#) - Marie D Martel - CC BY-SA 4.0 / Louis Germain - Julie Contant
- p. 9 - [PXL 20240114 172609602](#) - CCiufo-WMF - CC BY-SA 4.0 / [Wikithon ArtsLitt 2024 sur les œuvres littéraires du Québec 135](#) - Camille Gladu-Drouin - CC BY-SA 4.0
- p. 10 - [Wikimedia-Summit-2024-Friday-114](#) - Ekvidi - CC BY-SA 4.0 / [Foregrounding Women Photographer Wiki edit-a-thon, Centre canadien d'architecture, 2024](#) - Mathieu Gagnon CC-BY-SA-4.0
- p. 11 - Wikipedia Edit-a-thon at Dalhousie University - Dalhousie University – CC BY-SA 4.0
- p. 12 - [Val-Jalbert](#) - Adage59 - CC BY-SA 4.0 / [WCNA 2024 Group Photo in Auditorium](#) - Kevin Payravi - CC BY-SA 4.0
- p. 13 - [Photo de groupe WikiConvention francophone 2024 par Dyolf77, ZVE05246](#) - Habib M'henni - CC BY-SA 4.0 / [Atelier Enjeux communs entre Wikimédia et acteurs publics 03](#) - Aristidek5maya - CC BY-SA 4.0
- p. 20–21 - [Canadian Parlimentary Library Interior](#) - DavidWEnstrom - CC BY-SA 4.0
- p. 22 - [Books - Great Library, Osgoode Hall - Toronto, Canada - DSC00432](#) - Daderot - CC0