

# Annual report of the Vereniging Wikimedia Nederland

Approved by the General Meeting on 23 March 2013



## Foreword

Dear friends of free knowledge,

In the history of Wikimedia Nederland 2012 was a very special year: we made the switch from an organisation run almost entirely by volunteers to a combination of volunteers and permanent staff. This was a decision made by the association in 2010; our office was established in 2011, we have called in freelance staff and, since May 2012, we have had an executive director, Sandra Rientjes. And a team started to take shape in October with two new members of staff, Denise Jansen and Sindy Meijer. The appointment of another two members of staff in 2013 (also on a part-time basis) means that we will have a full contingent for the time being.

This development resulted from the wish expressed by the members to make more of the potential of Wikimedia Nederland. There is still a great deal to do in terms of alliances with cultural institutions. We also want to organise more courses and presentations, and ask our members and Wikipedia authors how we should be supporting them. In the past, we have repeatedly found that even organising an annual Wikimedia Conference for the Netherlands is not straightforward for an organisation that depends exclusively on volunteers. An increased budget, new members, more activities: WMNL is continuing to grow.

For the board, the change in the organisation did not mean they had less to do. Employing people implies more responsibility and some internal arrangements needed to be made more formal. Since 2011, the discussion about strategy has cost volunteers, both on the board and others, several full days. We were able to bring this important process to a conclusion in 2012 when the General Meeting approved the "2013-2015 Strategy". Our annual plans, together with the budget, will be based on this strategy, starting with the 2013 annual plan. Now the transformation of the organisation has been completed and as more processes become routine, the work of the board will enter a less intensive phase.

This annual report is a description of the association. It is longer than in recent years because of the numerous activities and the requirements of the CBF seal of approval for 'small charities'. However, our meetings continue to be the best way of really getting to know the association.

We look forward to seeing you at Wikimedia Nederland,

Dr. Ziko van Dijk, president

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## 1. Mission and Strategy

The Vereniging Wikimedia Nederland (WMNL) was established in 2006 "to encourage the collection of, and the establishment of access to, free and/or freely accessible information in any form, particularly - but not limited to - using the Internet in order to preserve this information".

The vision of WMNL matches the vision of the Wikimedia movement as a whole: Imagine a world in which everybody has free access to the sum of all human knowledge.

This vision is the basis for the organisation's mission:

Wikimedia Nederland is part of a global movement and it provides an environment in the Netherlands where volunteers and organisations can work together to collect and distribute free knowledge throughout the world.

Wikimedia Nederland establishes an environment in which volunteers can collaborate on implementing the vision of "collecting and distributing free knowledge throughout the world" through their contribution to Wikipedia and by making contributions to the Wikimedia projects in other ways. The organisation informs the public about the concept of free knowledge, about the structure and working methods of the Internet encyclopaedia Wikipedia, and about the Wikimedia projects and the Wikimedia movement. It encourages people and organisations to use free licences themselves for content that they create and manage, for example by encouraging them to make their own contributions to the Wikimedia projects. Drawing on the Wikimedia projects and activities as examples, they propagate the idea that free knowledge and free licences can be used successfully and that they represent a valuable contribution to society. The Internet encyclopaedia Wikipedia plays a central role here.

Wikimedia Nederland is an independent association. The Wikimedia Foundation in San Francisco has formally recognised it as a 'chapter', in other words an organisation active at the national level with the aim of achieving the goals of the global Wikimedia movement.

## 1.1 Main events in 2012

2012 was a special year for Wikimedia Nederland. The main development was undoubtedly the increasing level of recognition, appreciation and respect enjoyed by Wikimedia Nederland because of the extensive work done by volunteers in the field of free knowledge. This is amply demonstrated by the requests for collaboration received by the organisation from, among others, leading organisations such as the Rijksmuseum, Dutch National Archives, the Dutch Tropical Museum and the Royal Library. Our membership and donations are also on the rise. Another example is the success of a project such as Wiki Loves Monuments, in which 33 countries from around the globe participated in 2012, and which was recognised by the Guinness Book of Records as the largest photo competition in the world.

In 2012, the course for Wikimedia Nederland for the years to come was set out. The 2013-2015 Strategy, which was developed with many contributions from and in close consultation with the community, describes the substantive priorities for the coming years. In the next three years, WMNL will concentrate on six priorities:

- I supporting and mobilising volunteers,
- II developing activities that contribute to free knowledge, including the ongoing extension of alliances with the cultural sector,
- III increasing the membership, strengthening contacts with members and enhancing Wikimedia brand awareness,
- IV opening up new sources of financing,
- V actively contributing to the global Wikimedia movement,
- VI the ongoing professionalisation of the organisation and the board.

A chance encounter in the train between board member Sarah Morassi and Tijs van den Brom, an architecture student and a talented illustrator, led to a fantastic advertisement.

### VRIJE KENNIS

"HET KOMT ER NIET ZOMAAR!!"



DE VRIJWILLIGERS VAN WIKIMEDIA NEDERLAND

The year 2012 also saw a fundamental change in the financing arrangements for Wikimedia Nederland. The Wikimedia Foundation established a Funds Dissemination Committee (FDC) to which national associations can apply for financing twice a year. More than in the past, the emphasis has been on demonstrating the relevance of the activities of the national associations to achieving the aims of the Wikimedia movement at the global level and on describing in an explicit and measurable way the intended results of the activities.

Wikimedia Netherlands submitted an application for financing that resulted in a grant of € 273,000 from the FDC for 2013. The FDC was very impressed by the sound arguments underlying our financing application.

Major steps were also made this year in terms of the professionalisation of the organisation; the first salaried staff were appointed and work continued on extending and furnishing the office.

### **Finally: changes in the Articles of Association**

In 2012, a clerical error in the Articles of Association was remedied. Article 18(3) stated that “Decisions to adopt and amend regulations are subject, mutatis mutandis, to the provisions of article 16(1), (2) and (5).” That has been amended to “Decisions to adopt and to amend regulations are subject, mutatis mutandis, to the provisions of article 16(1), (2) and (6).”

## **1.2 Future developments**

The development of the 2013-2015 Strategy included a review of opportunities and threats in the world where Wikimedia Nederland operates.

### **Opportunities**

- Developments in the field of IT, including mobile technology, will create easier access to the Internet for more people.
- Re-orientation in cultural sector: new types of partnership and collaboration
- Sound openings for collaboration with the education sector
- Increasing interest from society at large and the political world in issues relating to copyright, Internet access etc.
- Wikimedia offers new form of volunteer work + association for new social relationships
- International developments in WMF, particularly with respect to position of chapters

### **Threats**

- Budget cuts and the resulting competition with other organisations for financing
- Emergence of groups and trends in Dutch society that are negative about cultural participation
- Volunteers/members drop out as a result of professionalisation/strategic decisions
- Conflicting wishes and needs of the various stakeholders in the community of members, volunteers and donors
- Reputation of WMNL may suffer from negative publicity relating to other chapters, WMF or Wikipedia
- International developments relating to WMF, mainly changes in international funding flows

To make the organisation "future-robust", Wikimedia Nederland wants deeper roots and a wider coverage. The association wants more people to be involved more closely in its mission and activities in the years to come: people who have not had links with Wikimedia Nederland in the past will become

donors or members, members will become active in the association, Wikipedia readers will become editors, and institutions with good contacts with Wikimedia Nederland will become active partners. WMNL also wishes to establish more relationships with groups who are currently not involved, or only superficially involved, with the organisation, its tasks and mission and with groups who are unaware of our existence.

To make it clearer why people become and stay active, the Motivaction company will conduct a survey in early 2013 of our members, Wikipedia editors and the general public. On that basis, the association hopes to establish a clearer idea of how it can best help members and editors, and of how it can enhance brand awareness and support for its mission from the general public.

Dependency on a single financier (in the case of Wikimedia Nederland, the Wikimedia Foundation) automatically implies vulnerability, even if the financier is a member of the same family. Broadening the financial base is a priority for the future.

To preserve the unique character of Wikimedia as a volunteer organisation, Wikimedia Nederland wants to keep the number of "professionals" limited. A core team of five staff is considered to be adequate to provide the volunteers with support and to facilitate the development of activities. A further increase in the permanent workforce is not considered to be desirable or necessary in the coming years.

## 1.3 WMNL in figures, 2012 compared with 2011

	2012	2011
- total income	€ 170,001	€ 70,255
- number of members	165	107
- donations	172	155

Percentages

### Spent on objective / total income

2012	2011
92%	425%

Calculation:

2012 Charges 156,344/Total income 170,001=92%

2011 Charges 298,244/Total income 70,255=425%

In 2010, Wikimedia Nederland acted as the payment processor for the WMF fundraiser. A lot of money came in and little was spent. In 2011, Wikimedia Nederland did not participate in the fundraiser at the end of the year and a large amount was transferred to the WMF in the course of the year. Adding up the years 2010 and 2011 results in an amount spent on the objective as a percentage of total income of 74%.

### Costs of own fundraising activities / income from own fundraising activities

2012	2011
79%	0%

Calculation:

2012 Costs 8,982/Own fundraising activities 11,387=79%

2011 Charges 0=0%

The high cost percentage is an anomaly resulting from the provisions of Guideline 650. It requires all costs of publicity and communications to be attributed to own fundraising activities, even if they are not directly related to fundraising. The income from own fundraising activities consists mainly of contributions and donations. The grants received from the WMF – which are much higher than the income from own fundraising activities – have been included under Other Income.



## 2. Board, management and staff

### 2.1 Board

The members of the board of Wikimedia Nederland are eligible for re-election on an annual basis. The General Meeting on 24 March 2012 resulted in major changes to the board. Only three of the seven members of the board (Paul Becherer, Ziko van Dijk and Cyriel Brusse) were re-elected. Jane Darnell, Siebrand Mazeland, Maarten Brinkerink and Marco Swart resigned and were replaced by Frans Grijzenhout, Sandra Fauconnier, Ad Huikeshoven and Sarah Morassi. In late November 2012, Cyriel Brusse resigned from the board.

Members of the board can have their costs reimbursed on the basis of the Expense Claim Regulations that apply to all Wikimedia Nederland volunteers. There are no special arrangements for expense claims from board members. An overview of reimbursed board-member expenses can be found in the financial statements.

#### 2.1.1 Members of the Board + board portfolios as at 31 December 2012

##### **Paul Becherer, secretary**

- Membership records, General Meeting, Board Meetings, Archives, Reporting, Documentation and descriptions of procedure, Minutes, Articles of Association, Procedures

##### **Ziko van Dijk, president**

- International Affairs, Wikimedia Chapters Association, Strategy, Press Contacts, Politics

##### **Sandra Fauconnier**

- Cultural alliances

##### **Frans Grijzenhout**

- Staff (Human Resources), Research, CoSyne, WCN Wikimedia Conferentie Nederland 2012, WikiSaturday

##### **Ad Huikeshoven, treasurer**

- Financial accounting, Fundraising, FDC, Expense statements, CBF seal of approval, Membership fees

##### **Sarah Morassi**

- PR and external communications (with the exception of higher education)

##### **Vacancy**

- Contacts with members and community, Wiki Loves Monuments, training, volunteers, financial support minor activities (FOKA)

#### 2.1.2 Board resignations in 2012

Maarten Brinkerink - General Meeting March 2012

Jane Darnell - General Meeting March 2012

Siebrand Mazeland - General Meeting March 2012

Marco Swart - General Meeting March 2012

Cyriel Brusse - November 2012

## 2.1.3 Secondary positions of board members

### Current board members

Ziko van Dijk

- freelance historian; freelance referee Wikimedia Deutschland
- political assistant D66 Oude IJsselstreek
- member of the Wikimedia Foundation Research Committee; deputy president Wikimedia Chapters Association; *delegito* and *fakedelegito* Universala Esperanto-Asocio (unpaid)

Paul Becherer

- Development Scientist, Culgi B.V. Leiden
- Secretary of Go club "De Twee Ogen", Amstelveen (unpaid)
- Member of audit committee Dutch Go Association (unpaid)

Ad Huikeshoven

- financial-economic consultant, Ministry of Social Affairs and Employment
- director of "De Geldboom B.V." (unpaid)
- director of "Pensioenfonds Huikeshoven B.V." (unpaid)
- treasurer of "Stichting Rossignol" (unpaid)

Sandra Fauconnier

- Project manager for ARTtube at Museum Boijmans Van Beuningen
- Freelance project manager and editor

Frans Grijzenhout

- Owner of own business consultancy Grijz Advies, Chamber of Commerce 56050259

Sarah Morassi

- Higher education policy officer at Ministry of Education, Culture and Science
- Member of the board of Rotaract Scheveningen (unpaid, 2011-2012)

### Former board members

Maarten Brinkerink

- R&D project officer, Nederlands Instituut voor Beeld en Geluid
- Member of the board of "Stichting Open Media" (terminated in 2012)

Cyriel Brusse

- Group supervisor in care for the disabled

Jane Darnell

- Information manager with Pro Persona in Wolfheze
- Volunteer at Historisch Museum Haarlem

Siebrand Mazeland

- Product Manager with Wikimedia Foundation
- Consultant at Kitano ICT (owner)
- Treasurer Stichting Open Progress (unpaid)
- Community Manager at translatewiki.net (unpaid)

Marco Swart

- Deputy mayor, City of Deventer
- Member of General Board of Regioraad Stedendriehoek
- Member Regionaal Bestuurlijk Overleg Rijn-Oost (representing VNG Overijssel)
- Member VNG Platform Ruimtelijk Domein
- Vice-chair Fysieke Pijler G32
- Chair Bestuurlijk Beraad Jeugd
- Chair Lokaal Educatieve Agenda (LEA)
- Member Stuurgroep Schoolverlatersoffensief Stedendriehoek
- Member Bestuurlijk Gebieds Overleg (BGO)
- Chair Stuurgroep Bestemmingsplannen Buitengebied Salland
- Member Ruimte voor de Rivier-IJssel
- Shareholder on behalf of the City of Deventer in: NV Deventer Schouwburg
- Member VVD Party Council (2007 – present) - unpaid
- Chair Kabelraden.nl (2003 - present)
- Member Nieuw Deventer Circuit

#### 2.1.4 Board meetings

The board met on eight occasions in 2012. There were also three board weekends, each of which was devoted to a specific theme:

- 4 and 5 February 2012 in Zutphen. Theme: development of vision, mission, strategic plan for 2-3 years and a strategic plan for the longer term.
- 14 and 15 April in Soesterberg. Theme: meeting to allow the new board to get to know one another after the elections, interviews with candidates for the position of executive director of Wikimedia Nederland.
- 25 and 26 August in Soesterberg. Theme: completion of multi-year strategy, annual plan and financing application.

#### 2.1.5 Audit committee

The audit committee consists of Mark Wesbeek and Ronald Beelaard.

## 2.2 WMNL

The Vereniging Wikimedia Nederland (Chamber of Commerce registration 17189036) has its registered offices in Eindhoven and its place of business at Mariaplaats 3, 3511 LH Utrecht. The highest decision-making body in the association is the General Meeting. Wikimedia Nederland has at least two General Meetings a year: one in the spring, and one in the autumn. In the spring of 2012, on 24 March, Board elections were held and the plans for the ongoing year were submitted to the members. The General Meeting of 23 September approved the 2013-2015 Multi-Year Strategy and the Annual Plan for 2013. Both meetings were in Utrecht.



## 2.3 Office and management

Sandra Rientjes took up her position as the first executive director of Wikimedia Nederland on 1 May 2012. She was appointed after an intensive selection process in which a recruiter from the Wikimedia Foundation also participated in an advisory capacity. The executive director will guide the process of the professionalisation of Wikimedia Nederland. This will involve establishing a small team of employees, developing a strategy and an annual plan, fundraising and supporting the volunteers with the development and implementation of activities.



Salary expenses executive director: € 30,548.00

Secondary positions executive director:

- volunteer at the Sensoor telephone support service.
- owner of Bureau Sandra Rientjes, Kennis Management Mediation, which is currently dormant.

On 1 October, Denise Jansen and Sindy Meijer joined the organisation. As the communications and community support officers, they will provide the Wikimedia community with support, where required, for the organisation of events, communications, recruiting new members and volunteers etc.

None of the staff are employed full-time and this means that the number of employees at the office is now 2.3 FTE. In December, a recruitment procedure was initiated for a cultural partnerships project officer (0.5 FTE). The office will be fully manned once a part-time employee (0.4 FTE) – who will also be appointed in 2013 – has joined the organisation.

Marjon Bakker worked at the office for a long period on a freelance basis and she ended her work for Wikimedia Nederland in 2012.

## 3. Activities in 2012

### 3.1 General public

The general public is defined as the entire group of people whom WMNL can reach within the borders of the Netherlands.

#### **Introduction**

Millions of people throughout the world are familiar with Wikipedia but the Wikimedia movement behind the familiar free encyclopaedia and other wiki websites for free knowledge is much less widely known. This is also the case for Wikimedia Nederland. However, support and brand awareness are essential to fulfil the mission and so the board, volunteers and staff are investing large amounts of time and energy in communications with the general public.

Our board member Sarah Morassi developed a **communications strategy** for Wikimedia Nederland with concrete and planned actions for raising awareness of the association and the association's reach.

**Social media** are indispensable in this respect. Wikimedia Nederland became more active on Facebook and Twitter in 2012. The hash tags #WLM and #WCN12 (Wiki Loves Monuments and Wikimedia Conferentie Nederland) were seen regularly. And the numbers of followers and friends also increased.

Traditional approaches to communications such as folders and brochures continue to be important. The general information folders about Wikipedia and Wikimedia Nederland have been rewritten for a large public and printed in an attractive layout.

A chance encounter in the train between Sarah Morassi and Tijs van den Brom, an architecture student and a talented illustrator, led to a fantastic advertisement which, unfortunately, was not awarded a prize at the NRC Charity Awards, an annual competition for the most original, stylish or most appealing advertisement from a charity. The drawing was given a prominent place in the new Wikipedia folder.

Wikimedia Nederland was also a focus of media attention. We issued eight press releases. This generated, on at least twenty occasions, results in the form of newspaper and magazine articles, radio interviews and items on websites.

## Report on implementation of 2012 annual plan

### Objectives

- ▶ reputation as a reliable organisation
- ▶ known for providing support for Wikimedia projects
- ▶ raising public awareness of free licenses and the Wikimedia movement

### Measurable results

1 at the end of 2012, 10% of the respondents in a representative sample should be able to identify WMNL as an organisation behind Wikipedia	The market research organisation Motivaction will conduct a survey on behalf of Wikimedia Nederland looking at brand awareness and the Wikimedia Nederland image among the general public. The results are expected in February 2013. It is not therefore possible to state whether this goal has been achieved.
2 in 2012, WMNL will be mentioned 25% more often in relevant media than in 2011	In 2012, Wikimedia Nederland was mentioned at least 20 times in the media. In 2011, it was mentioned 70 times but 54 of those references related to the 10th anniversary of Wikipedia.
3 in 2012 standards relating to financial reporting will be met	Wikimedia Nederland introduced the CBF standards for financial reporting in 2012. In addition, WMNL also complies with the commitments for reporting to the Wikimedia Foundation.
4 by the end of 2012, 80% of those respondents who know what Wikimedia Nederland is will think the organisation is reliable	See comment under 1.

Planned activities in programme for 2012	Completed
Press releases and press contacts	Eight press releases were issued in 2012; this resulted on at least 20 occasions in media reports.
Review of communications methods and improvements based on the actual requirements of interested parties	<p>A communications strategy has been developed for WMNL that serves as a basis for external communications.</p> <p>The folders about Wikipedia and Wikimedia Nederland have been rewritten and published in a new layout.</p> <p>A start has been made on the overhaul of the website in order to make it more informative and accessible.</p>
Post strategic objectives, vision, plans and objectives on the website	The full contents of the 2013-2015 strategy have been published on the association wiki, which is open to the public. ( <a href="http://nl.wikimedia.org">nl.wikimedia.org</a> )
The development and publication of financial reporting standards	The CBF guidelines relating to small charities have been implemented as the standard for financial reporting.
Publication (on time) of an annual report for 2011	The annual report for 2011 was posted on the association wiki on 21 August 2012 and printed later. This is in line with the CBF guidelines.

## 3.2 Donors

The "donors" target group is defined as all people and organisations located in the Netherlands making donations to Wikimedia/Wikipedia or who have made specific donations to the Vereniging Wikimedia Nederland.

### General

By contrast with previous years, there was no large fundraising activity coordinated by the Wikimedia Foundation through the intermediary of the Dutch-language Wikipedia. For logistical reasons, the Foundation decided to postpone this campaign until April 2013. Wikimedia Nederland did receive direct donations from private individuals throughout the year.

Total donations received:

**2012 € 6,437**    2011 € 5,798

In December, everyone who had made a contribution to Wikimedia Nederland during the course of the year received a special newsletter. It included an overview of all the activities that we were able to implement, in part as a result of the support from the donors. In the weeks after that letter was sent, we received 22 "repeat" donations and five donors became members.

In 2012, we worked hard on being and remaining an appealing "good cause" for donors. The application for the CBF Certificate for small charities continues to play a central role here. This certificate gives donors the assurance that their money is being spent responsibly and efficiently. We now comply with 90% of the conditions required for that certificate. In 2013, we will be submitting a formal application.

The new office will be important in attracting and administering donations, and in maintaining contacts with donors. To support this effort, we are working on the introduction of a relationship management system. We have opted for the CiviCRM open source system, which is already in use at other Wikimedia associations.



## Report on implementation of 2012 annual plan

### Goals

- ▶ reliability of the organisation
- ▶ transparency of financial reporting
- ▶ retaining donors

### Measurable results

1	The standards relating to financial reporting will be met	The CBF guidelines relating to small charities have been implemented as the standard for financial reporting.
2	The implementation of the annual programme of activities will be measurable and 90% of the activities for the stated goals will be implemented	As is shown by this annual report, 90% of the planned activities for the objectives will be implemented.
3	By the end of 2012, those conditions for the CBF seal of approval will be met that are relevant for the success of the association as an organisation	90% of the conditions have been met.
4	In 2012 there will be 1000 repeat donations.	The annual Wikimedia fundraiser (which was planned for November 2012) was postponed by the Wikimedia Foundation until April 2013 and so no comment on this goal is possible.
5	By the end of 2012, 10% of the donors in a representative sample will state that they will certainly be making another donation next year	This question has been included in the Motivaction survey that will be conducted in early 2013.
6	By the end of 2012, 50% of the respondents in a representative sample will state that WMNL is a good cause that merits a donation	This question has been included in the Motivaction survey that will be conducted in early 2013.

Planned activities in programme for 2012	Completed
Investigate the conditions for CBF approval/certification; evaluate shortcomings and decide which shortcomings will be remedied, and how	It has been decided to apply for the CBF certificate for small charities. Guidelines for reporting, financial reporting, management and administrative organisations will be adopted and implementation at WMNL will begin.
Create online methods for periodical donations	The activities relating to establishing facilities for donations were not completed in 2012. They have been postponed until 2013 because it is expected that the office will then have developed the appropriate infrastructure for processing donations, including a relationship management system.
Explanation about scheduled/repeat orders with the organisation's own bank	see above
Arrangements for ongoing mandate	see above
Formal arrangements for periodical donations based on notarial instrument for the purposes of tax deductibility	see above. It should be pointed out that use was already made of this option on one occasion in 2012.
Drafting, evaluation and distribution of appeals for ongoing mandate or periodical transfers	see above
Communications with donors about results and plans	Donors received information in a special newsletter in December 2012. That resulted in five new members and 22 donations.
Study of online "charity comparison sites" and, where relevant, provision of information and reports for those sites	In 2012, the organisation compared a range of charity comparison sites. Wikimedia Nederland was then listed on Kennisbank Filantropie and the information was updated.

## 3.3 Community and members

The "community" target group are those people who contribute to the Dutch-language Wikipedia and, in a broader context, all contributors to Wikimedia sister projects in the Netherlands. The "members" target group comprises members of Vereniging Wikimedia Nederland (these people are also seen as members of the "community").

### General

Support for the community of volunteers linked to Wikipedia and the other Wikimedia projects is the core activity of Wikimedia Nederland. Once again in 2012, the members and the volunteers engaged in an impressive range of activities that contributed to the mission: collecting and distributing free knowledge.

### Teylers Challenge

In conjunction with the Teylers Museum in Haarlem, we organised a writing competition. Editors were given the opportunity to write articles about the Teylers Museum and its collection in every language version of Wikipedia. Teylers supplied digital information, pictures and the expertise of its staff.

This joint activity means that Wikipedia now has more than 600 articles in 13 languages about the collections of the museum and about the scientists and artists who worked there. This was the first joint-venture of its type involving Wikimedia Nederland and a museum. The participants came from countries as far-ranging as Spain, Russia, Hungary and Italy. The English Wikipedia now includes 100 new articles and the Dutch version has 39. Further striking additions were the large number of new articles in Catalan and Hungarian (94 and 32 new articles respectively) and the contributions in Friesian and Esperanto.

The awards ceremony was on Saturday, 16 June in the Teylers Museum. The challenge was won by the Dutch Wikipedian Lodewijk Gelauff, with the second prize going to a Catalan entrant. There were also prizes for a Hungarian Wikipedian and a retired Dutch mineralogist.

New Year Reception in Teylers museum



WikiSaturday the Christmas WikiSaturday



Dutch Wikimedia Conference



### **Wiki Loves Monuments**

In 2010, the first Wiki Loves Monuments photo competition in the Netherlands was a great success. It has been organised annually since then in September, not just in the Netherlands but also in other countries (more information about Wiki Loves Monuments International can be found in Chapter 2.4). The competition is a way of getting people involved in Wikipedia and, above all, encouraging them to make a contribution of their own. The challenge is simple: to take photographs of cultural heritage and post them on Wikimedia Commons. Many participants have discovered that sharing photographs is an easy way of helping Wikipedia. It has emerged that a number of participants continue to send in photographs after the competition is closed.



The cities of Gouda and Utrecht were the focus of particular attention. On the Open Monuments Day (on 8 September), Wiki Takes Gouda was organised to encourage people to take photographs of the cultural heritage of the city and upload them to Wikimedia Commons. There was also a trial with photographs of local listed buildings in Gouda. Wiki Takes Utrecht was on 23 September. 7,400 photographs were uploaded this year. The winner of the Dutch photo competition was Frederik Balhuizen, with an extremely impressive photograph of the Eastern Bridge crossing the Hortus Pond in Amsterdam.

### **Wikimedia Conferentie Nederland**

The sixth Dutch Wikimedia conference took place on 9 November 2012. This year, the theme was Wikipedia and education. However, as usual, there were presentations about the technology and developments in the world of free knowledge and wikis. We can look back on a very successful conference, with more than 130 participants (of whom approximately 30 were attending a Wikimedia Nederland event for the first time), interesting presentations *and* Lydia Pintscher and Jimmy Wales as the keynote speakers.

As in previous years, the conference was organised in, and with support from, Meeting Plaza Utrecht. Visitors to the neighbouring Seats to Meet got the opportunity to attend the presentation from Wikipedia founder Jimmy Wales.

This year, the conference was organised by Vadim Zaytsev and Frans Grijzenhout. For the office staff of Wikimedia Nederland, who had just been appointed, the conference was also something of a baptism of fire. Goody bags had to be filled, programmes printed, 'stroopwafels' ordered and three unsuspecting WMF programmers who were at the office as guests were recruited to carry all the materials to Meeting Plaza. A poll of the visitors showed that people were very satisfied with the programme, the quality of the speakers and the atmosphere.

### **Hackathon 2012**

On the day after the Dutch Wikimedia Conference, 21 participants from the Netherlands and other countries tackled a number of different subjects during the Wikimedia Nederland Hackathon 2012 at the Kennisland office in Amsterdam. Not only was there pizza for everybody at the end of the day, there were also two fully completed projects and a lot of instructive experiences. The Hackathon was organised by Maarten Dammers and Hay Kranen.



### **WikiSaturdays**

Throughout the year (with the exception of the summer holidays), it was "open house" every other Saturday at the Wikimedia Nederland offices in Utrecht. The office is opened up from 12 noon to 6 in the evening for volunteers and staff. Working groups can meet on WikiSaturdays for consultations, Wikipedians can work on articles together and this is also just a great opportunity to meet one another. From time to time, there are also presentations on WikiSaturdays about specific topics such as the multi-year strategy or the CoSyne project. The WikiSaturdays in 2012 attracted 120 visitors. The final WikiSaturday on 22 December was also the occasion for the opening of the newly-furnished office and Christmas drinks.

### **And on top of all that...**

The Wikimedia Nederland **New Year reception** in the Teylers Museum on 21 January was attended by approximately 135 people.

Wikimedia member Hay Kranen organised a one-day course for volunteers in Gouda about writing and editing for Wikipedia. A number of participants wrote their first Wikipedia articles about the history of Gouda. It was so successful that Wikimedia Nederland will be organising more courses of this kind in 2013.

Wikimedia Nederland has **purchased photo and video equipment** that volunteers can borrow, allowing them to supply high-quality images. One of our active volunteers used the equipment to make portraits of famous and less well-known speakers at TEDx Amsterdam for Wikimedia Commons.

**Volunteers' travelling and accommodation expenses** are reimbursed, allowing them to attend important conferences and workshops. You can find more information on this topic in the "International" chapter.

Wikimedia Nederland has provided financial support for the **production of a brochure about the Low Saxon Wikipedia**.

## Report on implementation of 2012 annual plan

### Goals

- ▶ activating and supporting volunteers
- ▶ increasing membership
- ▶ activating existing members

### Measurable results

<p>Rise of 20% in participation in association activities</p>	<p>Of the 130 participants at the conference, approximately 27 were attending a WMNL event for the first time = 20%</p> <p>In 2012, there were 120 visitors at 20 WikiSaturdays. This is an increase of 17% in participation by comparison with 2011 (41 visitors on 8 Saturdays)</p>
<p>At the end of 2012, 70% of a representative sample of the contributors to online Wikimedia projects in the Netherlands will have a favourable image of the Vereniging Wikimedia Nederland</p>	<p>This question has been included in the Motivation survey that will be conducted in early 2013.</p>
<p>An increase in the number of members in the Wikimedia community of 20%</p>	<p>In 2012, the membership rose from 107 to 165; this is an increase of 54%.</p>
<p>Organisation of at least two larger events targeting Wikimedians and the general public.</p>	<p>The following large events were organised in 2012: Wikimedia Conferentie Nederland, Hackathon, Wiki Loves Monuments, Teylers Challenge.</p>

### Jigsaw photos

The jigsaw photos of Wikimedia volunteers were taken by photographer Lucy Lambriex. Lucy had organised the competition in May 2012 with one day of her photography services as a prize. The participants were asked to make suggestions for improvements to her new website *and* to give an original reason why the jury should give the prize to that individual participant. She thought Wikimedia was the most interesting, primarily because it involved a large number of volunteers working together.



Planned activities in programme for 2012	Completed
Wikimedia Conferentie Nederland or similar events targeting Wikimedians and other interested parties	Wikimedia Conferentie Nederland, 9 November 2012 Teylers Challenge - Writing Competition January - May 2012 Gouda Editor course, 16 February 2012 Hackathon - 10 November 2012
Small-scale community activities (WikiSaturday, Wikimeets, 'Wiki takes ...')	Wiki takes Gouda and Wiki takes Utrecht. 20 WikiSaturdays New Year Reception Camera loan
Evaluation and upgrading of member registration process (online and paper)	Registration form included in new folders. Online registration improvements on new website (2013)
Consideration of use of existing donor lists for participation and membership	Donor list used for distribution of donor newsletter.
Definition of aims for the two types of members and how they can be used best for the organisation	The articles of association refer to "members" and "donors". Volunteers who are active in the association are all members of the association. WMNL receives donations. The board did not see any reason in 2012 to set targets for donors or to review the rights and obligations of donors.
Wiki Loves Monuments NL 2012	As in previous years, a photo hunt was organised. 7400 photographs of nationally and locally listed buildings were uploaded.
Publish articles/explanations in relevant "traditional media" to encourage more participation, in particular from groups who are now under-represented.	Due to a lack of capacity, this activity was not implemented. It has been included in the 2013 annual plan, with a specific focus on bridging the gender gap.
Revision of budget for minor activities	In 2012, new arrangements were drafted for the spending of the budget for minor activities. They will come into effect on 1 January 2013.
Consideration/ongoing development of additional "advisory"/"specialist" volunteer positions or an advisory council	Postponed until 2013
Budget for as yet unspecified programmes/activities	Support for Wikimedia Chapters Conference (€ 5,000). Attendance of board member at GlamCamp London.

## 3.4 International

The "international" target group includes other national Wikimedia associations ("chapters") and the Wikimedia Foundation.

### General

Wikimedia Nederland is part of a global movement in which national borders are not always particularly important. We talk about and are involved in developments within the Wikimedia movement, we develop activities with partners everywhere in the world and we have frequent contacts with our Wikimedia neighbours in the UK, Germany and Belgium.

### Wiki Loves Monuments International

In September 2012, the international photo competition was organised for the third time, on this occasion in 35 countries throughout the world that included the United States of America, Argentina, South Africa and India. Wikimedia Nederland was formally responsible for organising the international final of the competition and provided support through the international team for the coordination of the national preliminary rounds. A total of more than 350,000 photographs taken by more than 15,000 photographers in 33 countries entered the competition. This year, the prize for the best photograph went to an entry from India. A photograph of the windmills near Kinderdijk (a typically Dutch image from the camera of a Spanish photographer) was also one of the winning international photographs.

Wiki Loves Monuments International was also a prize-winner in 2012. The 2011 international photo competition was officially recognised by the Guinness Book of Records as the largest in the world. More than 5,000 participants took 168,208 photos of the world's cultural heritage for use in Wikipedia. (This record has already been broken again by the 2012 competition.) Wiki Loves Monuments also received an honourable mention from the jury of the European Union Prize for Cultural Heritage / Europa Nostra Awards. Wiki Loves Monuments received a special mention in the category "Education, Training and Awareness Raising".

Onze-Lieve-Vrouwe-ter-Noodkapel in Heiloo (NL)

The windmills of Kinderdijk

Ruins of a manor complex in Komorniki





### **Europeana GLAM-Wiki mass upload tool**

Wikimedia Nederland, UK and France are working together with Europeana on a tool for uploading large collections of visual material. Wikimedia Nederland made a financial contribution to the project and it is represented on the steering group by Maarten Brinkerink. The ultimate goal is to make it easier to add collections of visual material released by museums and archives to Wikimedia Commons.

### **Translation rallies**

Wikimedia Nederland has supported translation rallies on translatewiki.net by providing money for prizes. The prizes will be awarded to all users who have contributed 500 or more translations to Wikimedia mobile applications, off-line applications, Pywikipediabot, Toolserver tools, MediaWiki core and MediaWiki extensions.

### **CoSyne**

Wikimedia Nederland is a partner in the international technology project financed by the EU, CoSyne. The aim of CoSyne is to develop a tool for synchronising and translating wikis. In plain language: software that can, for example, compare the content of an article in the Dutch Wikipedia with an article about the same topic in the English Wikipedia, identify differences and make translation suggestions ([www.cosyne.eu](http://www.cosyne.eu)). Dutch Wikipedia editors contributed in 2012 to the development of CoSyne by testing software and commenting on demo versions. CoSyne was also a focus of attention at the Dutch Wikimedia conference in November: project manager Amit Bronner provided a presentation and Wikipedia founder Jimmy Wales described CoSyne in his keynote speech as "a cool project" and an example of good innovation. The challenge now will be to convert the results of the scientific project that is CoSyne into a tool that can be used in practice by Wikipedia editors. Discussions are ongoing with the Wikimedia Foundation.

### **Development of Wikimedia Chapters Association**

The national Wikimedia associations such as Wikimedia Nederland want to establish an international association. This "Wikimedia Chapters Association" hopes, among other things, to represent the shared interests of the national chapters in discussions with the Wikimedia Foundation. In addition, it could provide the "chapters" (i.e. the national associations) with development support. Wikimedia Nederland president Ziko van Dijk is very actively involved in the development of the Chapters Association.

### **Contact with Wikimedia associations in neighbouring countries**

Wikimedia Nederland has good relationships with its neighbours. The staff of Wikimedia UK and Wikimedia Deutschland were always happy to provide advice and other support during the launch of our office. Every six weeks, there are conference calls during which the executive directors of the different associations discuss ongoing matters (at the time of going to press, Wikimedia Switzerland and Austria have also joined these discussions). Wikimedia Nederland is providing Belgian Wikipedians with advice and support for their efforts to establish a Wikimedia Belgium.

### **Attendance at meetings abroad**

In 2012, Wikimedia Nederland was represented by its members, board members and staff at a number of international meetings:

Wikimedia Finance Meeting	17-19 February	Paris	Paul Becherer, Siebrand Mazeland
Wikimedia Conference	30 March - 1 April	Berlin	Paul Becherer, Maarten Dammers, Ziko van Dijk
Museum Next Conference	23-25 May	Barcelona	Maarten Dammers
Berlin Hackathon	1-3 June	Berlin	Maarten Dammers, Hay Kranen
Wikimania + hackathon	10-15 July	Washington	Cyriel Brusse, Maarten Dammers, Ziko van Dijk, Lodewijk Gelauff, Sandra Rientjes
GlamCamp	15-16 September	London	Sandra Fauconnier
CoSyne project meeting	4-5 October	Berlin	Frans Grijzenhout

## Report on implementation of 2012 annual plan

### Goals

- ▶ participate in activities
- ▶ take the lead in innovative projects

### Measurable results

Participate in all relevant international Wikimedia activities	Participation in Finance Meeting 17-19/2, Wikimedia Conference 30/3 - 1/4, Hackathon 1-3/6, Wikimania 10-15/7, Glam Camp 15-16/9
Fulfilment of all commitments of WMNL in the CoSyne project (a project in the <i>7th Framework Programme</i> of the European Commission)	Participation in management group meetings, Amsterdam 25/5 + Berlin 4-5/10; test meeting 21/5, demo 15/9, Cosyne presentation at Dutch Wikimedia Conference 9/11. Timely submission of reports and payment request.
Taking the lead in an international community and public project	Wiki Loves Monuments - coordinating role in international steering committee.

Wikimedia Nederland Hackathon



Wikipedia training at office



Dutch Wikimedia Conference



Planned activities in programme for 2012	Completed
Delegates to Chapters Conference / Fundraising Summit	Two participants representing WMNL at Finance Meeting 17-19/2, Chapters Meeting 30/3 - 1/4
Delegates (board or other volunteers) to Wikimania.	Five participants representing WMNL at Wikimania, 10-15/7
International travelling expenses for volunteers	The following volunteers have made trips: Maarten Dammers – Wikimedia Conference, Berlin 30/3-1/4, Museum Next - Barcelona 23-25/5, International Hackathon - Berlin 1-3/6 Hay Kranen - International Hackathon - Berlin 1-3/6
Wiki Loves Monuments International	350,000 photos of cultural heritage uploaded to Wikimedia Commons, taken by more than 15,000 photographers from 33 countries
Support for Translation Rallies	WMNL has supported Translation Rallies on translatewiki.net by granting prizes to users who have contributed more than 500 new translations.
Software testing for the CoSyne project. Progress reports, publicity relating to project and results	Participation at CoSyne Test Meeting on 21 May, Input and dissemination of results at Wikimania 10 - 15 July, Demo on WikiSaturday, 15 September 2008, Presentation at Wikimedia Conferentie Nederland, 9 November.

## 3.5 Contacts and alliances with institutions

The "institutions" target group consists of large institutions with which Wikimedia Nederland works and/or that support larger projects from and with Wikimedia Nederland.

### General

Wikimedia Nederland is now a respected partner for Dutch museums, archives and libraries. These custodians of cultural heritage see the Wikimedia projects as a fantastic opportunity to share their collections with a much broader public than they would normally be able to reach. In 2012, we received so many requests for alliances that it was almost impossible for our board member Sandra Fauconnier and the highly active volunteers in the cultural alliances working group to keep up. It was therefore decided to appoint a cultural alliances project officer to the office team, who will start in early 2013.

- **The Rijksmuseum** is very interested in the possibility of working together with Wikimedia Nederland. After initial exploratory contacts, a brainstorming session was organised on 22 November in order to map out a range of concrete partnership options. This process will continue in early 2013.
- We are talking to the **Tropical Museum** and the **Museum of the University of Amsterdam** about a Wikipedian in Residence. The substantive focus here is on improving access to information about voyages of discovery.
- The **Royal Library** and the **Dutch National Archives** have also been in touch with us and expressed their desire to work together more closely with Wikimedia Nederland.
- We will be organising an edit-a-thon in 2013 with **Europeana Fashion** and the **Central Museum** (Utrecht) covering the theme of fashion. This is an excellent way of encouraging more women in to get involved in Wikipedia.

Other organisations active in the field of culture and heritage also found their way to Wikimedia Nederland's door. The **Association for Hebrew and Yiddish words in Dutch** also got in touch with the aim of integrating their large dictionary in Wiktionary. We are developing a trial project in collaboration with the **National 4 and 5 May Committee** - the Dutch remembrance organisation - to see whether it is possible to make all the visual material relating to war memorials available on Wikimedia Commons.

## Report on implementation of 2012 annual plan

### Goals

- ▶ establishing links between the Wikimedia community, institutions and their communities
- ▶ providing institutions with feedback

### Measurable results

<ul style="list-style-type: none"> <li>• At the end of 2012, WMNL will have contacted the top twenty of cultural heritage institutions in the Netherlands and at least three of them will be developing joint activities with us</li> </ul>	WMNL has an ongoing alliance with the Teylers Museum, and we are engaged in consultations with the Rijksmuseum, Tropical Museum, the Dutch National Archives and the Royal Library.
<ul style="list-style-type: none"> <li>• All contacts with cultural heritage institutions will be processed appropriately and in good time</li> </ul>	Ongoing policy, results in alliances referred to above.
<ul style="list-style-type: none"> <li>• By the end of 2012, Wikimedia Commons will include pictures of at least two thirds of all cultural heritage sites in the Netherlands</li> </ul>	In January 2013, there were pictures of 76% of all cultural heritage sites on Wikimedia Commons.

Planned activities in programme for 2012	Completed
Production of materials, a presentation and a guide about how alliances with institutions can work	Postponed until early 2013/appointment of cultural alliances project officer. Component of annual plan for 2013.
Recruiting and training of volunteers who will contact cultural institutions and cultural heritage institutions	Postponed until 2013/appointment of cultural alliances project officer. Component of annual plan for 2013.
Responding to contacts	Rijksmuseum, Dutch National Archives/KB, Tropical Museum, Foundation for Hebrew and Yiddish Words in Dutch, National 4 and 5 May Committee.
Development of statistical and other tools to measure the actual use of released content	Participation in Europe GLAM Wiki tool project (€ 40,000).

## 3.6 Internal

The "Internal" focus area comprises the organisation and the board of Vereniging Wikimedia Nederland

### General

There were a lot of changes in the organisation, and also in the board, in 2012. Four members of the board resigned. Fortunately, enthusiastic, motivated and highly qualified replacements were found. (See Chapter 1 for more information about the members of the board.)

Already in 2011, the WMNL General Meeting approved the proposal to professionalise the organisation, in other words to appoint a small team of permanent staff to support the volunteers and the board. This proposal has now been implemented with the appointment of Sandra Rientjes as executive director, and Denise Jansen and Sindy Meijer as communications and community support officer.

The board and the office staff invested considerable amounts of time and energy in 2012 in establishing a solid organisational basis for Wikimedia Nederland. The development of the 2013-2015 Strategy and the 2013 Annual Plan, the submission of the financing application to the Wikimedia Foundation, the establishment of an accounting organisation that complies with the requirements of the CBF Certificate for Small Charities and the mapping out of powers and responsibilities were major steps on the road to an efficient and transparent organisation. Chapter 1 describes this area in greater detail.

## Report on implementation of 2012 annual plan

### Goals

- ▶ staff recruitment
- ▶ upgrading effectiveness
- ▶ improvements in processes

### Measurable results

Appointing and retaining a director	Director has been employed since 1 May 2012.
By the end of March, there will be a board manual that will improve the handover to new members of the board	The board handbook will consist of a number of documents that have now been posted on the board wiki.
By the end of 2012, the board of the Association will fulfil its duties efficiently	In September, the document setting out the tasks and competences of the Board and Management of WMNL was adopted.

Planned activities in programme for 2012	Completed
Determination of specific board responsibilities and the skills and qualifications required. Improving the range of skills represented on the board by upgrading the knowledge and skills of board members and/or better recruitment. Evaluate and improve board decision-making processes	Overview of tasks and competences of board adopted by board on 13/9/12.
Recruitment of board members	Four new board members elected by General Meeting in March 2012
Training (board members and specific volunteers)	Preparations for capacity building for board during board weekend on 6/7 April 2013: selection of trainer and formulation of training requirements
Appointment and retention of director	Director appointed on 1 May 2012



## 3.7 Polls and surveys

The "Polls and surveys" focus area is a broad concept intended to cover our need to collect information for the purposes of measuring our performance.

### General

To assess the impact of activities – especially activities targeting the raising of brand awareness and enhancing our reputation – surveys are essential. Wikimedia Nederland launched ambitious plans for surveys and polls in 2012. During the course of the year, it became apparent that commissioning surveys is only useful if the organisation itself is clear about concrete targets and the target groups it wishes to reach. These things only became clear after the approval of the 2013-2015 Strategy in September.

The board therefore decided to postpone the launch of a survey programme until early 2013. The Motivaction agency was asked to conduct a survey of members, editors of the Dutch Wikipedia and the general public. On the basis of input from members, Motivaction developed a questionnaire that will be opened up to members and editors of the Dutch Wikipedia in January 2013.

As part of their course, students from Nijenrode Business School conducted a survey of school children and students in advanced education. That survey provided an indication of the willingness to support the Wikimedia movement and to make an active contribution to Wikipedia.

### Report on implementation of 2012 annual plan

#### Goals

- ▶ data collection for assessment of the current position and the results in 2012

#### Measurable results

<ul style="list-style-type: none"> <li>• data for the purposes of assessing results</li> </ul>	Data collection postponed until January 2013
--	--

Planned activities in programme for 2012	Completed
Survey of general public	Motivaction survey of all three groups. Questionnaire developed. Preparations started for implementation in January 2013.
Survey of readers	Motivaction will conduct a survey of user appreciation for Wikipedia using own focus group.
Survey of Wikimedia community	Questionnaires for members and/or Wikipedia editors developed. Implementation January 2013.

## 4. Financial statements, Vereniging Wikimedia Nederland

### 4.1 Valuation principles

#### 4.1.1 Valuation principles for assets and liabilities

The financial statements were drafted on the basis of the Dutch Annual Reporting Guideline 650 for fundraising institutions, and in accordance with the provisions of Part 9, Book 2 of the Netherlands Civil Code. The financial statements are in euros. The valuation of assets and liabilities and the determination of the result are based on historical cost. Unless stated otherwise for the relevant principle for the specific balance sheet item, the assets and liabilities have been entered at nominal value. The tangible fixed assets are valued at purchase value and depreciated using a straight-line approach based on economic life.

#### 4.1.2 Principles for the determination of the result

Income and charges are allocated to the year to which they relate. Profits are only entered when realised on the balance-sheet date. Liabilities and possible losses originating before the end of the financial year are included if they are known before the financial statements are drawn up.

## 4.2 Balance sheet

After profit appropriation

Balance			
		31-dec-12	31-dec-11
<b>ASSETS</b>			
<i>Intangible fixed assets</i>			
<i>Tangible fixed assets</i>	4.366		
<i>Financial fixed assets</i>			
<i>Inventory</i>			
<i>Accounts receivable and accruals</i>	4.562		4.150
<i>Securities</i>			
<i>Cash at bank and in hand</i>	213.481		251.855
		222.409	256.004
Total		<u>222.409</u>	<u>256.004</u>
<b>LIABILITIES</b>			
<i>Reserves and funds</i>			
- reserves			
- continuity reserve	0		
- appropriated reserves	0		
- revaluation reserve	0		
- other reserves	186.052		153.687
		186.052	153.687
- fondsen			
- appropriated funds		7.457	90.624
		<u>193.509</u>	<u>244.312</u>
<i>Provisions</i>		0	
<i>Long term liabilities</i>		0	
<i>Current liabilities</i>		28.900	11.693
Total		<u>222.409</u>	<u>256.004</u>

## 4.2.1 Explanatory note to the balance sheet

### Explanatory note to the assets

#### Tangible fixed assets

Wikimedia Nederland is professionalising rapidly. Furniture and ICT hardware have been purchased for the offices in Utrecht. Items with an individual value in excess of 450 euros have been entered as assets on the balance sheet under tangible fixed assets.

Until year-end 2011, Wikimedia Nederland did not enter any purchases as assets on the balance sheet. In 2012, the offices of Wikimedia Nederland continued to be fitted out after the arrival of the director with effect from 1 May and two employees with effect from 1 October.

The minimum amount for capitalisation is 450 euros per item.

The purchases have been entered as assets. Depreciation is over a period of three years on a straight-line basis. Depreciation in 2012: € 346. Value at year end: € 4,366.

#### Overview of changes in tangible fixed assets

Book value as at 1 January 2002	0
Investments	4,712
Disposals	0
Revaluation	0
Depreciation	0
Reversal of depreciation	0
Cumulative depreciation at the start of the financial year	0
Depreciation ongoing financial year	346
Accumulated depreciation on disposals	0
Depreciation associated with revaluation	0
Cumulative depreciation at the end of the financial year	346
Book value at end of financial year	4,366

#### Accounts receivable and accruals

The outstanding items relate to interest due and an advance payment for the first translation rally in 2013.

#### Cash at bank and in hand

The cash at bank and in hand consists of the balances of bank accounts and a small amount of cash.

## 4.2.2 Explanatory note to the liabilities

The overview below shows the changes in the reserves and funds

	Other reserves	Appropriation funds	Total
	€	€	€
Balance as at 1 January	153.687	90.624	244.311
From result appropriation	32.364	-83.167	-50.803
Addition to appropriated funds			
Balance as at 31 December	186.052	7.457	193.509

## 4.2.3 Overview of changes in reserves and funds

	2012	2011
	€	€
<b>Reserves</b>		
<b>Other reserves</b>		
Balance as at 1 January	153.687	206.729
From result appropriation	32.364	-53.042
Addition to appropriated funds		-
Balance as at 31 December	186.052	153.687
	31-12-2012	31-12-2011
		€
<b>Appropriated funds</b>		
Appropriated fund for professionalisation	0	73.548
Appropriated fund for CoSyne	7.457	10.023
Appropriated fund for international investments	0	5.609
Appropriated fund for WMF	0	1.445
	7.457	90.624

With the exception of the appropriated funds for Cosyne, all appropriated funds have been liquidated and the balance has been added to the other reserves. The appropriated funds for Cosyne comprise the 50% advance for a European subsidy. That subsidy will be settled in 2013. The expenses incurred in 2012 have been charged to the appropriated funds. An application has been submitted to the CoSyne consortium for re-appropriation of the unused part of the subsidy. If this application is refused, Wikimedia Nederland will be obliged to return the unused part of the advance payment that it has received.

#### 4.2.4 Overview of changes in appropriated funds

With the exception of the appropriated funds for Cosyne, all appropriated funds have been liquidated and the balance has been added to the other reserves. The appropriated funds for professionalisation consisted of the grant from the WMF for professionalisation in the period 2010 to 2012. A description of how the funds were spent was drawn up, submitted and approved in 2012. This means that the amount will be released and transferred to other reserves. Wikimedia Nederland received an "annual grant" for 2012 on the basis of the WMF grant plan. For 2013, Wikimedia Nederland will share in the FDC funding on the basis of the partial approval of an FDC application. As a result of the changes to the WMF financing system, there is no longer any point in creating specific appropriation funds.

	2012	2011
	€	€
<b>Appropriated funds for international investments</b>		
Balance as at 1 January	5.609	5.609
Changes	-5.609	-
Balance as at 31 December	0	5.609
<b>Appropriated funds for WMF</b>		
Balance as at 1 January	1.445	1.355
Changes	-1.445	90
Balance as at 31 December	0	1.445
<b>Appropriated funds for CoSyne</b>		
Balance as at 1 January	73.548	73.548
Withdrawn	-73.548	-
Balance as at 31 December	0	73.548
<b>Bestemmingsfonds Cosyne</b>		
Stand per 1 januari	10.023	10.023
Onttrekking	-2.566	-
Stand per 31 december	7.457	10.023

## 4.2.5 Off-balance-sheet entitlements and commitments

### **Commitments: Rental of office space**

In 2011, Wikimedia Nederland rented the offices at Mariaplaats 3 from MiraMedia. The rental for the first 10 months was 11000/12 euros a month. With effect from 1 November 2012, additional space was rented and the rent rose to € 1,754.33 a month.

The subletting from MiraMedia will end as at year-end 2012. With effect from 1 January 2013, the offices will be rented directly from the owner, Haaft Holding. The gross rent including VAT is € 15,808 a year. The contract is for a period of two years, with a period of notice of six months.

### **Entitlements**

A donor made a donation of € 5000 in five annual instalments by means of a notarial instrument in the Christmas period. One instalment has been received.

## 4.3 Income statement

	Actual 2012	Budgeted 2012	Actual
<b>Income</b>			
Income from own fundraising activities	11.387	13.500	8.815
Income from joint campaigns	0	0	0
Income from third party campaigns	100	0	50.226
Subsidies from government authorities	0	0	0
Interest receivable and income from investment	3.595	0	4.069
Other income	154.920	233.100	7.145
<b>Total income</b>	<b>170.001</b>	<b>246.600</b>	<b>70.255</b>
<b>Charges</b>			
Spent on objectives			
Furthering free knowledge	155.986	189.500	73.244
Support for WMF	0	0	225.000
	<b>155.986</b>	<b>189.500</b>	<b>298.244</b>
<b>Fundraising</b>			
Costs of own fundraising activities	8.346	13.900	0
Costs of joint campaigns	0	0	0
Costs of third-party campaigns	0	0	2.109
Costs of obtaining government subsidies	0	0	0
Costs of investments	231	0	0
	<b>8.576</b>	<b>13.900</b>	<b>2.109</b>
<b>Management and administration</b>			
Costs of management and administration	56.242	123.200	34.431
<b>Total charges</b>	<b>220.804</b>	<b>326.600</b>	<b>334.784</b>
<b>Balance of income and charges</b>	<b>-50.803</b>	<b>-80.000</b>	<b>-264.529</b>
<b>Appropriation of balance for 2011</b>			
<b>Addition/withdrawal to/from</b>			
continuity reserve			
appropriated reserves			
revaluation reserves			
other reserves	32.364	-80.000	-53.042
appropriated funds	-83.167	0	-211.487
	<b>-50.803</b>	<b>-80.000</b>	<b>-264.529</b>
available for objective	105.183	109.500	33.715
addition to reserves	-50.803	-80.000	-264.529



### 4.3.1 Explanatory note to the income statement

#### Explanatory note to the income

##### Own fundraising activities

– collections;	0
– donations and gifts;	6,437
– contributions;	3,674
– sponsorship;	0
– legacies;	0
– own lotteries and competitions;	0
– sales of goods;	0
– other income from own fundraising activities.	1,276

The income from ticket sales for the Wikimedia Conferentie Nederland 2012 was € 1276.

##### Other income

An advance of € 155,000 was received from the WMF under the 2012 annual grant plan.

#### Explanatory note to the charges

##### 13 Salaries/wages (social security charges)

###### 13.1 Average number of employees

The number of employees on 1 January 2012 was zero. The number of employees on 31 December 2012 was three. The average number of employees in 2012 was 1.5.

###### 13.9 Board remuneration

The members of the board receive no fees. The association does not pay holiday pay. It does reimburse expenses, and travelling expenses in particular.

###### 13.10 Staff schemes

Vereniging Wikimedia Nederland does not have any staff schemes.

Commitment pursuant to the articles of association:

All payments made directly or indirectly to members of the board are included as such in the financial statements of the association and explained.

Paul Becherer	0.00
Cyriel Brusse	2,907.08
Ziko van Dijk (Marcus Sikosek, spouse van Dijk)	3,314.17
Sandra Fauconnier	1,019.06
Frans Grijzenhout	1,513.77
Ad Huikeshoven	141.21
Sarah Morassi	77.60

The board members have, in accordance with the expenses regulations, submitted expense claims for, in particular, travelling expenses and in some cases for accommodation expenses. Cyriel and Ziko attended Wikimania in Washington D.C. and their flight and hostel expenses were reimbursed.

###### 13.11 Pension schemes

Vereniging Wikimedia Nederland did not engage in any pension commitments to its employees in 2012. The employment contracts state that Vereniging Wikimedia Nederland does not have a pension scheme.

### 4.3.2 Specification and allocation of costs according to appropriation

Appropriation	Objective	Fundraising						Management and	Total 2012	budgetted 2012	Total 2011
		Support for WMF	Own fundraising activities	Joint campaigns	Third-party campaigns	Obtaining government subsidies	From investments				
Subsidies and contributions	8.508							560	<b>9.068</b>	<b>13.000</b>	2.279
Contributions								0	<b>0</b>	<b>0</b>	225.000
Purchases and acquisitions	3.823							0	<b>3.823</b>	<b>12.000</b>	19.399
Work contracted out	87.555							16.196	<b>103.751</b>	<b>131.100</b>	3.155
Publicity and communications			8.346					0	<b>8.346</b>	<b>11.000</b>	5.041
Staff expenses	38.818							30.406	<b>69.224</b>	<b>120.000</b>	51.566
Accomodation expenses	15.482							7.202	<b>22.684</b>	<b>15.000</b>	7.500
Office expenses and general overhead	1.800						231	1.877	<b>3.908</b>	<b>24.500</b>	18.735
Depreciation and interest								0	<b>0</b>	<b>0</b>	2.109
<b>Total</b>	<b>155.986</b>	<b>0</b>	<b>8.346</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>231</b>	<b>56.242</b>	<b>220.804</b>	<b>326.600</b>	<b>334.784</b>

### 4.3.3 Costs per activity

Activity nr.	Description	Budget	Actual
<b>1.3 Activities</b>	<b>1 General Public</b>	<b>0,00</b>	
1.3.1	Press releases and press contacts	0,00	
1.3.2	Reconsider communication methods and improve them according to actual needs of people interested in the organization.	0,00	
1.3.3	Reiterate strategic goals vision plans objectives on website	0,00	
1.3.4	Develop and publish reporting standards	0,00	
1.3.5	Publish an annual report for 2011 in a timely fashion	3.000,00	2.652,88
<b>1.3 total</b>	<b>Total</b>	<b>3.000,00</b>	<b>2.652,88</b>
<b>2.3 Activities</b>	<b>2 Donors</b>	<b>0,00</b>	
2.3.1	Research prerequisites for CBF; evaluate deviations; and determine which deviations to fix how.	1.200,00	505,00
2.3.2	1. standing order explanation	0,00	
2.3.3	2. set up direct debit	0,00	
2.3.4	3. set up formal recurring donation process to make recurring donations tax-deductible*	1.500,00	
2.3.5	1+2: standing order / direct debit	2.000,00	
2.3.6	3. with formal recurring donation process	0,00	
2.3.7	Communication with donors on achievements and plans	0,00	
2.3.8	Research \"CharityNavigator\" equivalent and, if relevant, submit information, reports to them	0,00	
<b>2.3 total</b>	<b>Total</b>	<b>4.700,00</b>	<b>505,00</b>
<b>3.3 Activities</b>	<b>3 Community and members</b>	<b>0,00</b>	
3.3.1	Wikimedia Conference Netherlands or similar events - targeting Wikimedians and interested public	10.000,00	10.673,60
3.3.2	Small-scale community events (Wikisaturday, Wikimeets, \"Wiki takes...\")	2.000,00	1.257,33
3.3.3	Evaluate and improve membership application process (online and paper form)	400,00	
3.3.4	Consider using existing donor list for participation and membership.	0,00	
3.3.5	Define purpose of membership types and best use for the organization.	0,00	
3.3.6	Wiki Loves Monuments NL 2012	10.000,00	9.635,84
3.3.7	Placing articles/how-tos in relevant topic-specific \"traditional media\" for the purpose of attracting participation in those topics, in particular from underrepresented groups	0,00	
3.3.8	Renew small activities budget.	1.500,00	939,55
3.3.9	Consider/develop additional \"specialist\" volunteer position and/or advisory board	0,00	
3.3.10	Budget for unspecified programs	20.000,00	5.311,85
<b>3.3 total</b>	<b>Total</b>	<b>43.900,00</b>	<b>27.818,17</b>

Activity nr.	Description	Budget	Actual
<b>4.3 Activities</b>	<b>4 International</b>	<b>0,00</b>	
4.3.1	Send representatives to Chapters Conference / Fundraising Summit	<b>1.500,00</b>	560,44
4.3.2	Send representatives to Wikimania.	<b>3.000,00</b>	4.706,68
4.3.3	Renew international travel budget for volunteers.	<b>5.000,00</b>	861,35
4.3.4	Wiki Loves Monuments International	<b>15.000,00</b>	11.338,94
4.3.5	Translation rally support	<b>2.000,00</b>	2.000,00
4.3.6	Perform software testing for Cosyne project. Report on progress. Publicize project and results.	<b>10.000,00</b>	2.565,55
<b>4.3 total</b>	<b>Total</b>	<b>36.500,00</b>	<b>22.032,96</b>
<b>5.3 Activities</b>	<b>5 Institutional contacts and cooperation</b>	<b>0,00</b>	
5.3.1	Create materials, presentation, guide on how partnerships could work.	<b>1.000,00</b>	
5.3.2	Recruit and train volunteers to engage cultural and cultural heritage institutions.	<b>0,00</b>	
5.3.3	Respond to contact requests.	<b>0,00</b>	
5.3.4	Develop statistical analysis tools for actual usage of \"liberated content\".	<b>40.000,00</b>	40.000,00
<b>5.3 total</b>	<b>Total</b>	<b>41.000,00</b>	<b>40.000,00</b>
6.3 Activities	6 Internal	<b>0,00</b>	
6.3.1	Create board manual for smoother transitions	<b>0,00</b>	
6.3.2	1. Recruitment of board members	<b>0,00</b>	
6.3.3	2. Training (for board members and specific volunteers)	<b>3.000,00</b>	
6.3.4	Hire and retain chapter director	<b>10.000,00</b>	
<b>6.3 total</b>	<b>Total</b>	<b>13.000,00</b>	<b>0,00</b>
7.3 Activities	7 Surveys and studies	<b>0,00</b>	
7.3.1	Survey on general public	<b>10.000,00</b>	10.595,05
7.3.2	Survey on readers	<b>0,00</b>	
7.3.3	Survey on Wikimedia community	<b>0,00</b>	
<b>7.3 total</b>	<b>Total</b>	<b>10.000,00</b>	<b>10.595,05</b>
<b>8 Totals (non-Overhead)</b>		<b>152.100,00</b>	<b>103.604,06</b>

Activity nr.	Description	Budget	Actual
<b>9 Overhead</b>	<b>Overhead</b>	<b>expenses</b>	
9,1	Office space	<b>12.000,00</b>	18.024,69
9,2	Accounting/controlling/advice	<b>10.000,00</b>	11.969,07
9,3	Misc. travel and meeting costs	<b>7.000,00</b>	14.017,64
9,4	Banking costs	<b>1.000,00</b>	230,56
9,5	Insurances	<b>5.000,00</b>	411,38
9,6	Salary administration	<b>1.500,00</b>	1.068,97
9,7	Technical facilities	<b>3.000,00</b>	4.659,50
<b>9 total</b>	<b>Total</b>	<b>39.500,00</b>	<b>50.381,81</b>
<b>10 total</b>	<b>staff</b>	<b>120.000,00</b>	<b>55.206,47</b>

Office and general expenses amounting to € 3,265.89 have not been allocated to activities in the overview above. In the income statement / specification and allocation of expenses, they have been allocated to the office and general costs. € 1,800 has been allocated to the objective and the remainder to management and administration in order to achieve a proportional distribution of costs. Of the staff costs for own employees, € 30,000 has been allocated to the objective and the remainder has been allocated to management and administration in order to achieve a proportional distribution of costs. Of the housing expenses, € 15,482 has been allocated to the objective and the remainder has been allocated to management and administration in order to achieve a proportional distribution of costs.

## 5. Other information

### 5.1 Profit appropriation

With the exception of the appropriated funds for Cosyne, all appropriated funds have been liquidated and the balance has been added to the other reserves.

On balance, this means that € 83,167 has been taken out of the appropriated funds and added to the other reserves. The balance of income and charges was -/- € 50,803, resulting in a deduction from the other reserves. On balance, € 32,364 was added to the other reserves.

## 5.2 Auditor's statement

The original (Dutch) version of annual report and financial statements were audited by BDO Accountants & Belastingadviseurs BV. On March 14, 2013, BDO issued their auditor's statement: the balance sheet and explanatory notes as of 31 December 2013 of Wikimedia Nederland have in all material respects been prepared in compliance with Richtlijn 650.

The auditor's statement relates exclusively to - and is included in - the Dutch version of the Annual Report: Jaarverslag 2012 Vereniging Wikimedia Nederland. A pdf version of this report can be downloaded from [http://nl.wikimedia.org/wiki/Bestand:Jaarverslag\\_2012.pdf](http://nl.wikimedia.org/wiki/Bestand:Jaarverslag_2012.pdf)."

## 6. Annex

### 6.1 Future

The General Meeting adopted an Annual Plan and budget for 2013 on 23 September. The Wikimedia Foundation has granted part of the application for the grant for the year 2013. The Board decided on 13 December 2012 to ask the General Meeting on 23 March 2013 to adopt an amended budget that takes the lower grant into account.

The budget as it will be submitted to the General Meeting on 23 March 2013 by the board can be found below.

<b>Staat van baten en lasten</b>		Begroet 2013
(cf. Model Richtlijn 650 R.J)		
<b>Income:</b>		
- Income from own fundraising activities	105.000	
- Income from joint campaigns	0	
- Income from third-party campaigns	0	
- Subsidies from government authorities	0	
- Interest receivable and income from investments	0	
- Other income	269.231	
<b>Total income</b>		<b>374.231</b>
<b>Charges:</b>		
Spent on objectives		
- i.Stabilising infrastructure	55.421	
- ii.Increase participation	59.196	
- iii.Enhancing quality	66.383	
- iv.Extending reach	34.668	
- v. Encouraging innovation	32.772	
		<b>248.440</b>
<b>Fundraising</b>		
- Costs of own fundraising activities	61.328	
- Costs of joint campaigns	0	
- Costs third-party campaigns	0	
- Costs of obtaining government subsidies	0	
- Costs of investments	0	
		<b>61.328</b>
<b>Management and administration</b>		
- Costs of management and administration		51.582
<b>Total charges</b>		<b>361.350</b>
<b>Balances of income and charges</b>		<b>12.881</b>
<b>Appropriation of balance</b>		
<b>Addition to/withdrawal from:</b>		
- continuity reserve		
- appropriated reserves		
- revaluation reserve		
- other reserves		
- appropriated funds		12.881
		<b>12.881</b>
Available for objective		261.320
Addition to reserves		12.881



## Credits

2012 Annual Report  
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