

## 2022 Annual Activity Report



**Czocho Castle, Poland by Aneta Pawska - 4th place in Wiki Loves Monument 2022**

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# Introduction

2022 was the year of the unexpected. Russian invasion on Ukraine changed the world and Polish NGO's environment. The inflation increased the uncertainty in planning and carrying out program activities. In this turbulent times, Wikimedia Polska managed to come back with live events, so longed by the community, and plenty of other activities related to the mission of expanding open knowledge.

We started the year with 9 full-time employees, and we finished with the same number. But there were few key changes in our team and organizational structure. Łukasz Garczewski, the CEO, left Wikimedia Polska. The vacant position was fulfilled in November by Natalia Ćwik, experienced manager, passionate in start-ups and NGO ventures. The Community Support team has been strengthened by Marek Lewandowski, a new Event Coordinator and Gosia Gramatnikowska, Junior Community Support. After ages of work for Wikimedia Polska Natalia Szafran-Kozakowska, our Community Support manager, left the team. The love she gave to wikimedians inspired us all, and we want to thank Natalia for all she did. Luckily, her efforts to make a Wikimedia universe a better place will not stop. She moved to Wikimedia Foundation.

In June, the General Assembly of Members elected a new board. Tomasz Wszeborowski became a new President of the Board. Michał Buczyński became Secretary and Vice-President. Julia Koszewska is Vice-President, Marek Bukowski Treasurer, and Maria Weronika Kmoch member of the board.



## 2022 in numbers:

**9** writing contents

**2** photo contests

**2665** participants in Wikimedia Polska events

**1355** new references in #1Lib1ref

**8867** photos added in photo contests

**4218** new and expanded articles during writing contests

**87** events (workshops, edit-a-thons, conferences)

**332** persons trained during the workshops

**26** microgrants granted to wikimedians

**319** participants in writing contests



# Area: Community Support

## Writing campaigns and photo contests

Writing competitions and photo contests are what makes wikimedians' life regular. In Wikimedia Polska we know the importance of tradition, so we engaged in popular and long-established activities like #1lib1Ref, Wiki Loves Monuments, (Un)Known Women of Wikipedia and CEE Spring. But we also know the importance of innovation, and the Polish Community and WMPL Community Support Team are great in inventing new forms of engagement.

The challenge in WikiValentines Contest was to match the lonely articles (the ones without a single link) with others. The Christmas Challenge was also a big fun. The participants were given 24 tasks, one edition-task for one day between 1st and 24th of December. The response and engagement was inspiring.

In collaboration with the local council, city schools, Konard Association and UFF Foundation we organized photo contests dedicated to Warsaw Śródmieście district. Pupils and students were first trained how to make photos and then competed in photo contests. Over 300 photos were uploaded to Commons.

The Ukrainian Month was one of the most emotional moments on 2022. 27 editors wrote 126 articles. We hosted Ukrainian refugees in our office. Teenage siblings stayed there for a few weeks.

Overall, nine writing campaigns were organized and two photo contests. Including #WikipediaWithoutBarriers aiming at making Wikipedia more accessible.



## RESULTS

| Metric  | Result |
|---|--------|
| Number of new or improved content pages in Wikimedia projects | 8867   |
| Number of users participating in writing campaigns            | 319    |

### Community meet-ups and trainings

The end of COVID-19 restrictions let us finally meet. In 2022, we organized conferences and local meet-ups for the communities.

- WZLOT 2022 – In April, we met in Chorzów. Over 60 participants attended sessions and workshops in conference venue of Ethnography Museum. Three days and two nights were not enough to finish all the discussions.
- General Assembly - for the first time in two years, the general assembly was a live meeting. 40 participants gathered in Toruń in June to elect a new board.
- Wikimania 2022 – We organized three local meetings: in Katowice, Poznań and Warsaw, attended by 27 participants. To make the events accessible and inclusive, we provided childcare during the events and funded transport for people with special needs. WMPL offered scholarships to Wikimedians in Poland.
- Źródłosłów 2022 - The 5th edition of Źródłosłów - the conference of Wikisource and Wiktionary community, took place in September. 14 participants passionately shared knowledge and experiences.
- Training the wikitrainers - the workshops for wikipreneurs took place in October in Warsaw. Eight trainers were learned new techniques and gain new skills to share the knowledge with newcomers and future wikimedians.



We also celebrated Wikipedia and Polish Wikipedia birthday with a series of local meetings.

## Supporting community health and sustainability

We know the costs of engagement and the risk of burn-out. And this is why we created the Map of Volunteers Engagement. The tools in Asana show us working hours of our volunteers and warn us when it closes to the dangerous edge of burn-out.

The other tool to manage volunteers engagement we introduced in 2022 is the Map of Competence. The enthusiasm among wikimedians is huge, and there is always a volunteer to help. Managing this eagerness is important. Thanks to this, we know the skills of our volunteers and what they like to do and how they want to help.

In 2022, we successfully implemented the Conflict Resolution Support program. It was the series of individual and group interviews and meetings to recognize the conflict situations in WMPL Association and work out the recommendations. With the help from psychologists from Jagiellonian University in Cracow, the tensions in the group were lowered and arguments of the sides became more understood. The effects of the program were very positive. And what is the most important: wikimedians that withdrawn from group activities came back.

### **Other activities included:**

- gift packages for different groups of wikimedians
- supporting local events with catering and swags
- small gifts of appreciation for Wikipedia editors
- The Volunteer of the Month award

## Other community support programs

We continued our efforts to provide the community with the tools and resources they need.

- We continued our Micro Grants Program. A total of 29 applications were submitted,



26 of which were approved for implementation (worth PLN 10,611.99). The number of accepted grants stayed the same as previous year, but the number of application decreased. Most of the applicants asked for purchasing books.

- We purchased 12 press subscriptions or access to databases for over 20 wikimedians

## Important observations

In 2022 female participation overcame male. Over 52% of participants in our meetings were female. The gender gap was one of the priorities. We organized an editing contest and photo-walk dedicated to women. Our education programs helped to bring more female participants in wikimedia projects.

We also focused on lowering barriers of participation in live meetings for elderly and those with special needs. We had the opportunity to test a whole process of transportation a person with special needs (renting an ambulance and assistance of two persons).

Furthermore, we were developing the program “Wikipedia without barriers”.

## Goals

| Metric   | Goal | Result |
|--|------|--------|
| Number of volunteer hours                          | 100  | 2171   |
| Number of participants in live and online meetings | 450  | 2665   |





## Area: GLAM

The GLAM area activities were intensified in 2022 by our new GLAM specialist, Kamila Neuman.

We open the year with “The Only. The untold stories of female photographers”. It was an edit-a-thon organized in cooperation with the House of Meetings with History.

In January, we established cooperation with one of the most prestigious cultural institutions in Poland - the National Museum in Cracow. Once based in the city, we could not miss the opportunity of recognizing the possibilities to cooperate with famous Wawel Castle Museum. In May, we run an editing workshop for Wawel’s employees.

The International Museum Day inspired us to organize Wikidata contest dedicated to GLAM area. In two weeks in May, 48 editors corrected and improved Wikidata repository in museum and art categories.

We appeared in Cracow again. In July, to run an edit-a-thon in National Museum (10 editors wrote 8 new articles) and in August, to dedicate a whole month to popularize digital content of National Museum. 15 editors wrote 56 new articles.

We continued the program of Wiki-residents. In 2022 we had residents based in:

- National Library in Warsaw
- National Museum in Cracow
- Mazowieckie Voivodship Main Library in Warsaw

In September, Kamila went to Prague to attend in European GLAM Coordinators Meeting. 30 participants spent three days on sharing experience and knowledge.



## Goals

| <b>Metric</b>                        | <b>Goal</b> | <b>Result</b> |
|--------------------------------------|-------------|---------------|
| Number of uploaded files             | 50 000      | 416 000       |
| Number of new strategic partnerships | 3           | 2             |



## Area: Education

Better education for everyone is the idea that drives our EDU team. In 2022 Klara Sielicka-Baryłka and Wioletta Matusiak crossed the country to bring the idea of open knowledge to as many listeners as possible.

### Wiki-library project

In 2022, we scoped on school libraries - probably the most underfunded parts of national schools. The Wiki-library program is addressed to school librarians. We started with research. Dr Paulina Sobiesiak-Penszko created a questionnaire and send it to half a thousand libraries. We received over 450 answers. This material was a base for the report on situation in Polish school libraries. The report's title "The clipped wings" increased the determination of our team. The group of 20 librarians was invited in summer to Katowice for 3 days of training. Workshops focused on using Wikipedia and other wiki-projects in the education process and how to implement them in libraries. Members of the group stayed with us, they are active popularizers of Wikipedia. We were very happy, when they appeared on our 1-day education conference in Warsaw, and we were even happier when one of them- Iwona Pietrzak-Plachta - was awarded Teacher of the Year Award. The 2022 phase was a pilot program, and it is continued in 2023.

### MOOC - educational material

In autumn 2022 we created MOOC educational course on WikiLearn platform. The tool was design in collaboration with eight educational specialists and with priceless help of Asaf Bartov. MOOC helps teachers and librarians to develop wiki-competencies and create school wiki-projects.



## Wiki-eco-packages

We continued to popularize our Wiki-eco-packages - a set of tools, cards and scenarios for creating fun and engaging lessons about climate and sustainability.

## Pocket money - pupils project

The program is addressed to pupils up to 15 years old interested in Wiki-projects. We offer small amount of cash, they bring the idea how to use it or engage their peers in wiki-activities. It could be pizza delivered for an editing meeting, the train ticket or ... flight over their hometown to take pictures and upload them to Commons. In 2022, we awarded over 2000 PLN for five projects.

## Outreach and networking

The key to keep teachers and librarians active in wiki-projects is constant engagement, keeping the communication line open, providing interesting information, inviting them to our different activities and being ready just to talk. Newsletter, social media, webpage, phones and emails are in instant use to keep the network of educators and teachers alive.

We continued our cooperation with Adam Mickiewicz University in Poznań and the University of Łódź.

We don't forget about our regular events like Edu Week in February, (Un)Known Women of Wikipedia - in 2022 focused on Śląsk Cieszyński region. 46 participants were engaged in 2022 edition of (Un)Known creating and improving 323 articles on women on Wikipedia.

In 2022 ethno- wiki went to Kurpiowszczyzna region. "Alive tradition" project engaged 26 participants who created 33 new articles and uploaded over 800 photos to Commons.

## Goals

| Metric   | Goal | Result |
|--|------|--------|
| Number of editors that continue to participate/retained after activities | 20   | ✓      |
| WikiSchool tools on WikiLearn  |      | ✓      |
| Wikimedia Education online conference organized                          |      | ✓      |



## Area: Fundraising & Communication

Jacek Broda, WMPL's fundraiser and Nina Gabryś our Spokesperson & Communication Specialist, started a year with campaign "Become #WikiHero" to increase the revenue from the 1% tax program.

The main goal was to increase the total revenue by 8%. We did not achieve it. It looks like the large number of taxpayers re-directed their donations to NGOs helping Ukrainian refugees.

|                       | Planned     | Achieved    |
|-----------------------|-------------|-------------|
| Result of 1% campaign | 950 000 PLN | 819 589 PLN |

Speaking of war in Ukraine, we launched the campaign against fake news and disinformation in collaboration with Accenture, Paulina Januszkiewicz - the cybersecurity specialist from CQURE and National Cybersecurity Institute. We recorded a series of podcasts on the importance of reliable sources of information and the role of Wikipedia in spreading the knowledge on that matter.

To spread the good news on importance of free knowledge and open resources of information, we went to SLOT Art Festival and Economical Forum in Karpacz. Two different audiences and participants, but one goal: to show how Wikipedia change the world and engage new groups in Wikimedia projects. From the festival we came back with new ideas, new perspectives and one eager volunteer who works with us till now. In Karpacz we met with IT company - Grow Uperion, and we decided to cooperate in gamification project. The project should be launched in 2023.

We have published 13 podcast episodes in season 2 of our "How Wikipedia is



changing the world”.

Although Nina left Wikimedia Polska in April and for the rest of the year communication tasks were performed by others employees, we were still active in social media. The reach increased.

Number of followers:

|                            | 2020   | 2022   | 2023   |
|----------------------------|--------|--------|--------|
| Facebook: Wikipedia Polska | 10 488 | 13 384 | 13 851 |
| Facebook: Wikimedia Polska | 2 026  | 6 159  | 6 277  |
| Instagram                  | 742    | 1236   | 1264   |
| Linkedin                   | 140    | 356    | 660    |

Our fundraising activities resulted in an increase in number of regular donors.

Channels of donations:

|   | 2020 | 2021 | 2022 |
|---|------|------|------|
| Number of one-time and multiple-time donors | 144  | 160  | 140  |
| Number of regular donors                    | 25   | 50   | 64   |
| Number of donors from FaniMani              | 0    | 23   | 34   |



# Area: Administration and Organizational Growth

In 2022, three employees left WMPL, and exactly three were hired. At the same time, the new board was elected and expanded to five positions. Four out of five board members were new. Onboarding processes were long, but eventually we completed forming the team in November and in December we were ready to work on our new 3-years strategy. The whole team and board spend three days together discussing the direction of our mission, and it resulted in an inspiring document. The strategy was adopted in January 2023.

Volunteers are the treasure for every NGO. In 2022 we decided to change the main question when it comes to collaboration with them. It's us who ask: What can we do for you? We covered the costs of accident insurance for every volunteer, we simplified the settlements and reimbursements and moved all the bureaucracy online. We set up a fund dedicated to legal support, and we stayed open for every need directed by our community.

During our meetings and conferences, it was not hard to notice that most of the participants are 30–60 years old males. We decided to change it not only by inviting new female participants to our events, but also by gaining new members in Wikimedia Polska Association. The number of members increased from 125 in 2022 to 145 in 2023, and most of the new members are female.

In 2022 Wikimedia Polska became a fiscal sponsor of CEE Hub - common venture of wikimedians from East and Central Europe. Our role is to provide administration and financial infrastructure for activities planned and run by CEE Hub coordinator Barbara Klen and CEE Hub Steering Committee.





Financial management was a struggle this year. Russian invasion on Ukraine, increasing prices, unstable situation on currency market made planning, decision-making and fundraising processes very complicated.

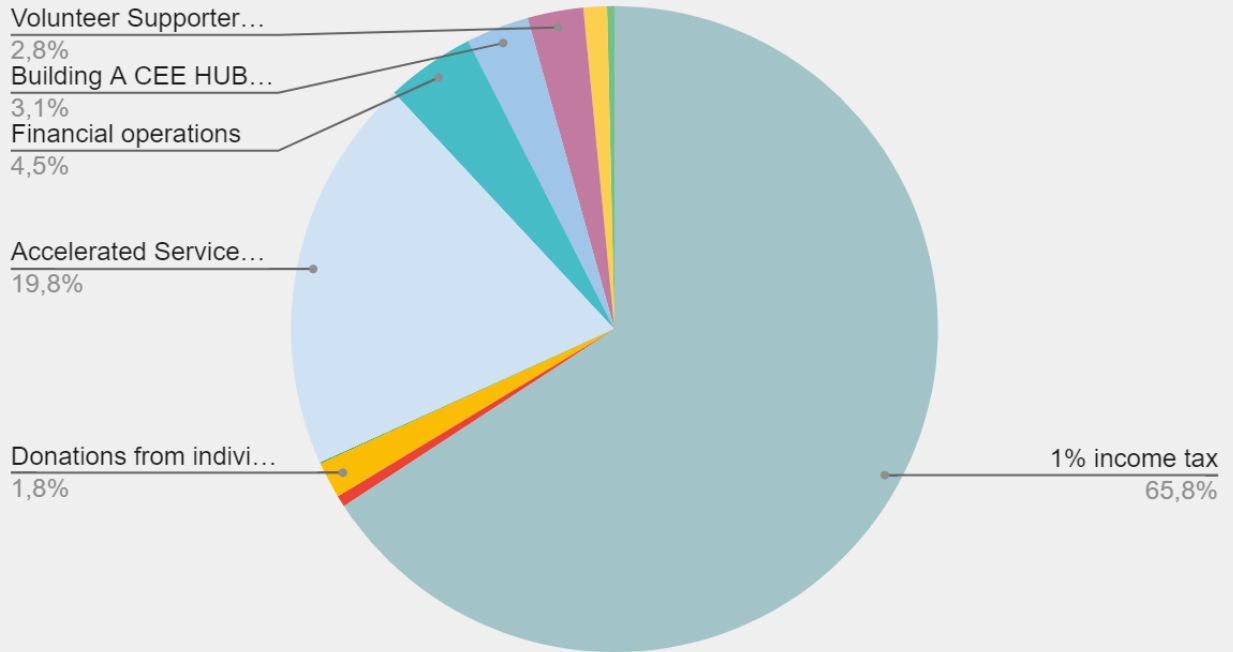
## REVENUE

| Sources of income                           | Planned              | Achieved             | % of achievement |
|---|----------------------|----------------------|------------------|
| 1% income tax                               | 950 000 PLN          | 819 589 PLN          | 86%              |
| Public benefit activity                     | 25 000 PLN           | 7 017 PLN            | 28%              |
| Donations from individuals                  | 47 500 PLN           | 22 883 PLN           | 48%              |
| Donations from legal entities               | 0 PLN                | 551 PLN              |                  |
| Accelerated Service Growth - Grant from WMF | 426 048 PLN*         | 247 326 PLN          |                  |
| Financial operations                        | 22 000 PLN           | 55 628 PLN           | 252 %            |
| Public grants                               | 10 000 PLN           | 0                    | 0%               |
| Building A CEE HUB- Grant WMF               | 0                    | 39 139 PLN           |                  |
| Volunteer Supporters Network Grant from WMF | 34 986 PLN           | 34 763 PLN           | 99%              |
| Wikimania Grant                             | 0                    | 14 649 PLN           |                  |
| Membership fees                             | 3300 PLN             | 4547 PLN             | 137 %            |
| Others                                      | 50 000 PLN           | 0 PLN                | 0%               |
| <b>Total</b>                                | <b>1 568 834 PLN</b> | <b>1 246 098 PLN</b> | <b>79%</b>       |

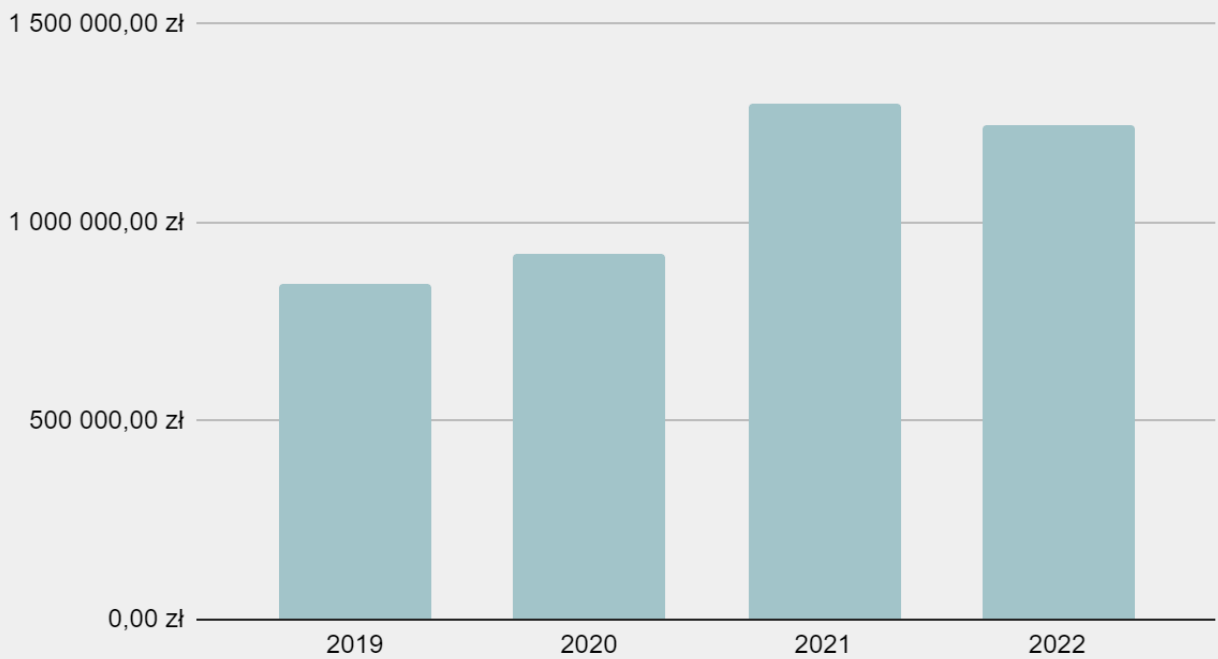
\* received 426 048 PLN, but part of 178 722 PLN is planned for 2023 activities

**Total income in 2022:** 1 246 098 PLN.

### Structure of income in 2022

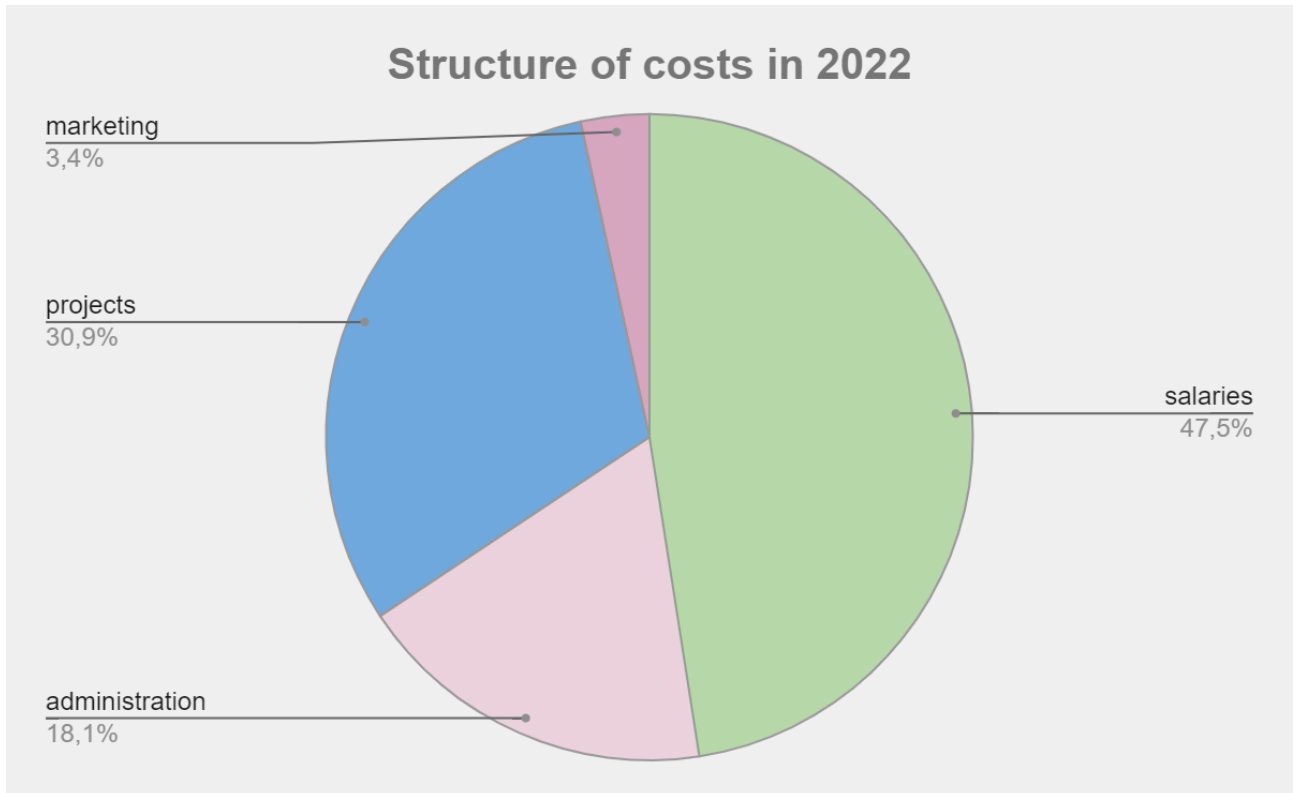


### Income in years

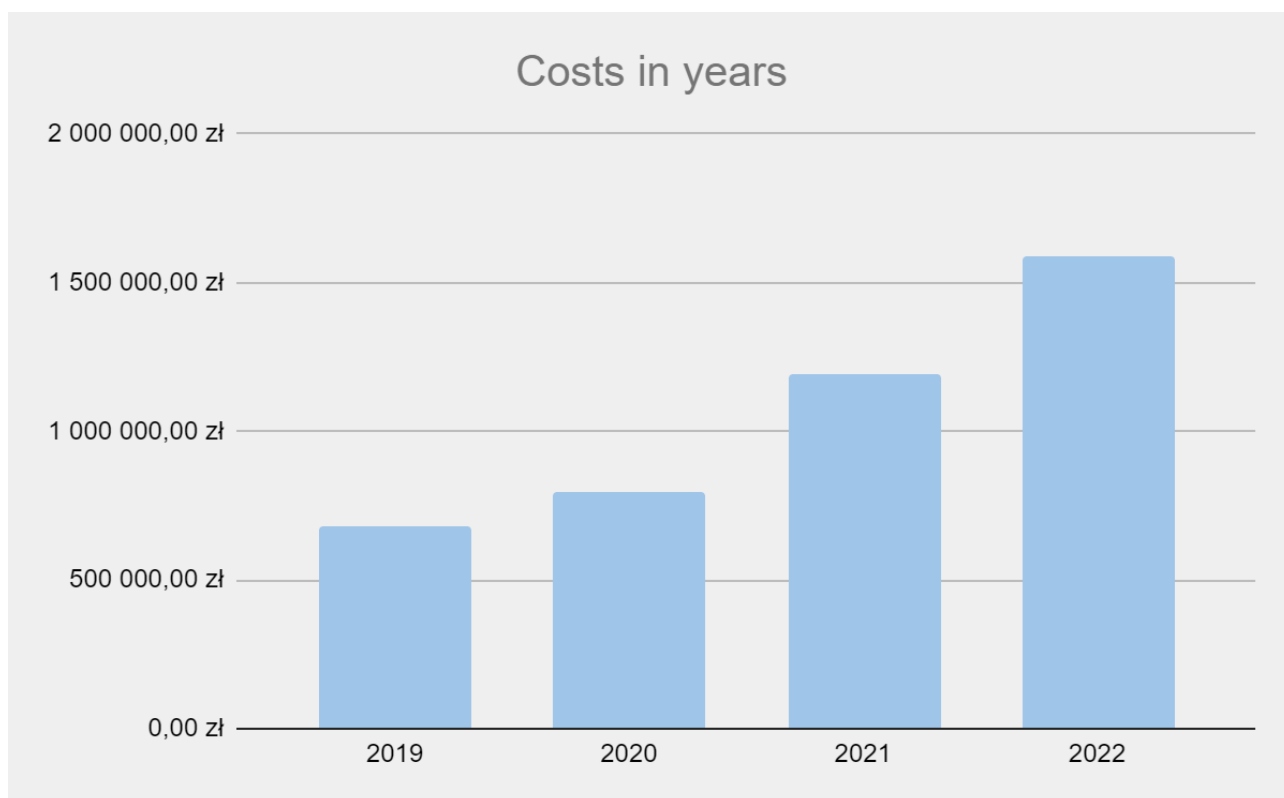


## Costs

The biggest cost positions were salaries. In 2022 WMPL hired 9 employees.



**Costs in 2022:** 1 585 736, 69 PLN.



## ASSESSMENT OF FINANCIAL SITUATION

|                   |                   |                      |
|-------------------|-------------------|----------------------|
| Revenue:          | 1 246 098, 98 PLN | - 4% year to year    |
| Expenses:         | 1 585 736, 96 PLN | + 33.3% year to year |
| Financial result: | -339 637, 98 PLN  |                      |



## **Volunteers and members**

### **Volunteers**

In 2022 32 volunteers participated in WMPL's activities.

### **Members**

At the end of 2022 the association had 145 members.



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