



2021 Annual Activity Report



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Introduction

2021 was the year of growth for Wikimedia Polska. We increased the revenue and organizational capacity. During the global COVID-19 pandemic our organization managed to accomplish plenty of activities related to the mission of expanding open knowledge.

We started the year with the unified annual budget which gave the employees more freedom in their actions and unburdened our fully volunteer Board. As a result, the Board could focus on managing the organization, while the staff (8 full-time employees + Executive Director) worked on day-to-day operations. New agile methods and project management tools were implemented, and new ways to train volunteers and staffers were executed.

We managed to vastly expand our community support, infrastructural support and fundraising activities, and kickstart several initiatives in research, collaborations and education.

2021 was the year of increased international activities. WMPL's investment in the CEE Hub grew, and together with fellow affiliates in the region, [we started conducting surveys to learn the community needs](#). We were also dedicated to improving volunteer support in the global movement by engaging in the Volunteer Supporters Network and its activities - from training on organizing safe and inclusive meetings to an international Wikipedia20 birthday Jaunt! In addition, we supported the Wikimedia Foundation and European affiliates in the Board of Trustees election by co-organizing the biggest candidate debate during the election!



Area: Community Support

Writing campaigns and photo contests

Writing competitions are a well established area of WMPL cooperation with projects' communities. In 2021 we have worked on improving processes of campaign organizing, making it easier for the team to work on them and for WMPL volunteers to contribute to organizing. Our activities included preparing a campaign toolkit for WMPL staff and community members, with a Wikipedia writing campaign page template and ready-to-use Asana templates.

Overall nine writing campaigns were organized. Including #WikipediaWithoutBarriers aiming at making Wikipedia more accessible and CEE Spring 2021, which introduced a new type of prizes: [cascade prizes, fueling cooperation instead of competition](#). We have also organized the Polish edition of Wiki Loves Monuments.

As every year we also worked on a project on increasing Wikipedia articles related to notable women and

Responding to community requests we have also put more focus on the quality, not quantity of the campaign-brought articles. According to a [research conducted by Wikimedia Polska and academics](#) campaigns bring content that is better in terms of quality than content that is created spontaneously.



RESULTS

Metric	Result
Number of new or improved content pages in Wikimedia projects	12789 (including 7054 photos from WLM)
Number of users participating in writing campaigns	324
Number of Featured or Good Articles brought by wiring campaigns	127

Community meet-ups and trainings

In 2021, with some of the restrictions being phased out and the COVID-19 vaccination programme ongoing, we organized several small and local meet-ups for the communities.

- Wikispotkanie 2021 – In June, we organized meetings in 6 cities across Poland, as well as online meet-ups for interested volunteers. In total 68 Wikimedians attended!
- Wikimania 2021 – WMPL offered scholarships to Wikimedians in Poland. Co-working spaces were rented, lunch and coffee offered, equipment bought, as well as an allowance for dependent care issued.

We also celebrated Wikipedia20 and Polish Wikipedia 20th birthday with a series of local meetings in five Polish cities and an international [Wikipedia20 Birthday Jaunt](#) hosted with the Volunteer Supporters Network.

Źródłosłów 2021 – In September, around 30 contributors to pl.wikisource and pl.wiktionary met in Warsaw for a conference and series of workshops relating to their work in those wiki-projects.



We have been also organizing trainings for our community, including a [mindfulness training for Wikimedians](#), professional mediations training and regular online Wikimondays trainings on which Wikimedians train other Wikimedians in editing skills.

Supporting new editors and supporting community health and sustainability

We continued our work with Wikitrainers expert group, including a professional train-the-trainer event. During the training, the participants increased the level of their theoretical knowledge and put the acquired skills into practice. In 2022, the group will continue its work and its task will be to prepare a ready-made Wikipedia training scenario.

In addition, we cooperated with the Growth team in the implementation of technical tools for newcomers.

Other activities included:

- gift packages for Wikipedia administrators, building a sense of engagement with the role and preventing burnout
- working with Community Health Expert Group
- small gifts of appreciation for Wikipedia editors
- cooperating with Community Health Metrics project in preparing a [report about Polish Community Vital Signs](#)

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 37 applications were submitted, 26 of which were approved for implementation (worth PLN 10,964.16). Compared to the previous year, an increase in both submitted (by 10) and accepted (by 2) grants



and their value (by PLN 4,078.38) was indicated. Grantees eagerly used the new equipment acquisition option: a laptop and a camera were purchased.

- we issued 35 Wikimedia Press Cards
- We purchased 15 press subscriptions or access to databases for wikimedians, and we also offered other types of support: WikidataCon participation scholarship, software purchase.

Goals

Not all goals were met, because of the postponement of Evenet Manager Recruitment, which lowered the team's capacity.

Metric	Goal	Result
Number of community meetings	50	31
Number of advanced users who participated in trainings	100	84

Area: GLAM

Due to the vacancy on a GLAM specialist's position, activities in the area were frozen for almost a year.

In October 2021 we hired Kamila Neuman as Open culture specialist.

We continued the program of Wiki-residents. In 2021 we had residents based in:

- National Library in Warsaw
- Polin - Jewish Museum in Warsaw
- Mazowieckie Voivodship Main Library in Warsaw

Autumn of 2021 was the time of Wiki Science Competition. 65 participants uploaded over 800 photos.

2021 goals

Indicator	Planned	Achieved	Score
Number of uploaded files	50 000	68 435 (cooperation till 19.01.2021) 155 956 files (POLONA - National Library 31.12.2021)	✓
% of uploaded files used in Wikimedia projects	2%	10 790 (15,76%) (dane dot. wszystkich współprac z 19.01.2021) 2 469 (POLONA 31.12.2021)	✓
signing new residents	10	4	✗



Area: Education

In 2021 our education team welcomed a new team member: Wioletta Matusiak (Educational Training Specialist), which allowed us to continue and grow our activities in this field. Our general goal in this area is to make Wikipedia present in Polish educational institutions and provide educators with tools and resources which can help them in increasing students' digital literacy and introduce them to the Wikimedia projects. We work in partnership with teachers, librarians, academics and educators, making them co-creators of the tools, methods and projects.

Educational materials and resources

In 2021 we worked on preparing educational resources and materials for teachers and schools, which could be used both in physical and digital environments. All materials could be downloaded via the newly created wikischool.pl page which is designed to be a center of information about Wikimedia education projects in Poland.

Some of created resources were:

- eco-pacages with physical resources for creating fun and engaging lessons about climate and sustainability
- videos about Wikipedia and Wikimedia projects
- lesson scenarios
- brochure about Wikipedia education



Outreach and networking

We also organized two online conferences around education and participated in online lessons in schools.

We were actively creating a network of educators and teachers related to the Wikimedia projects and inviting them to our different activities.

We have also continued and increased our cooperation with universities, including Adam Mickiewicz University in Poznań and the University of Łódź. Those partnerships are centered around training academia teachers in editing Wikipedia and inviting them to train the students.

We plan to increase our academic cooperation with further entities, including the University of Warsaw.

Goals

Indicator	Result
Wikiszkoła.pl page created	✓
Lesson scenarios with Wikipedia materials prepared	✓
Wikimedia Education online conference organized	✓
Familiarizing education community with Wikipedia brand	✓

Area: Fundraising & Communication

At the end of 2020 we hired Jacek Broda, WMPL's first fundraiser. He, and our Spokesperson & Communication Specialist, Nina Gabryś, launched a successful campaign “Become #WikiHero” to increase the revenue from the 1% tax program.

The main goal was to increase the total revenue by 10%. We did it!



Zostań #WikiHero i przekaz
nam swój 1% podatku



	Planned	Achieved	Score
Result of 1% campaign	830 000,00 PLN	879 178,99 PLN	✓

Other 2021 goal:

1% of the Yearly Income Tax income not more than 80% of WMPL yearly income ✓

We have finished the work on our new website. Wikimedia.pl is our public-facing landing page, where people can learn more about the organisation. At the same time, pl.wikimedia.org remains a members-oriented page with transparency, reports and helpful information to the members of the Movement.

Thanks to the great networking by our new spokesperson, Nina, we have established a relationship with Semahead, a SEO and marketing agency based in Kraków. Their pro



bono services enabled us to elevate the design of our social media posts and increase their effectiveness. We actively continued to cooperate with businesses and agencies in the sphere of social media engagement.

We have published 10 podcast episodes in season 1 of our “How Wikipedia is changing the world” series, and are now preparing to launch season 2.

We were more active on social media. The reach and number of likes increased:

- **Facebook: Polska Wikipedia Polska**
2020 r. : 10488 / 2022 r. : 13 384
- **Facebook: Wikimedia Polska**
2020 r. : 2026 / 2022 r. : 6159
- **Instagram**
2020 r. : 742 / 2022 r. 1236
- **Linkedin: Wikimedia Polska**
2020 r. : 140 / 2022 r. : 356

In 20212 we have launched new donation tools:

- Facebook
- Zrzutka.pl
- Benevity
- Online payment system
Przelewy24
- FaniMani.pl

New channels brought new donors:

	2020	2021	Score
Number of one-time and multiple-time donors	144	160	✓
Number of regular donors	25	50	✓
Number of donors from FaniMani	0	23	✓



Area: Administration and Organizational Growth

In 2021 we hired 3 new employees: Grzegorz Kopaczewski, office manager, Wioletta Matusiak, educational training specialist and Kamila Neuman, specialist of open culture (GLAM).

We opened a new office in Warsaw in September. It became a working space for our Warsaw-based employees and a (planned) meeting space for the local community. Unfortunately, due to Covid-19, we were not able to organize meetings as planned.

2021 goals:

- digitalise payments, signings and document circulation - done ✓
- establish new rules in travel policy and employee's spendings - done ✓
- better liquidity management - online, automatic and up to date reports on spendings and balance (budget as total, and single project's budgets) - done ✓

Digitalization of as many processes as we can is our strategic goal. In 2021 we introduced online financial management. The board and employees have access to up to date information. They know the state of the budget and the budget of every single project. The decision to invest part of our funds in treasury bonds is now easier. Employees know how much they already spend on the project and how much is left.

Online management made financial reporting almost fully automated.

Our work is much easier now, we can plan more precisely and on the other hand we can be more flexible - can shuffle the funds from one project to another.



We save working hours, paper and space.

Last but not least: we are more transparent now. Our controlling committee has online access to every transaction and its documents.

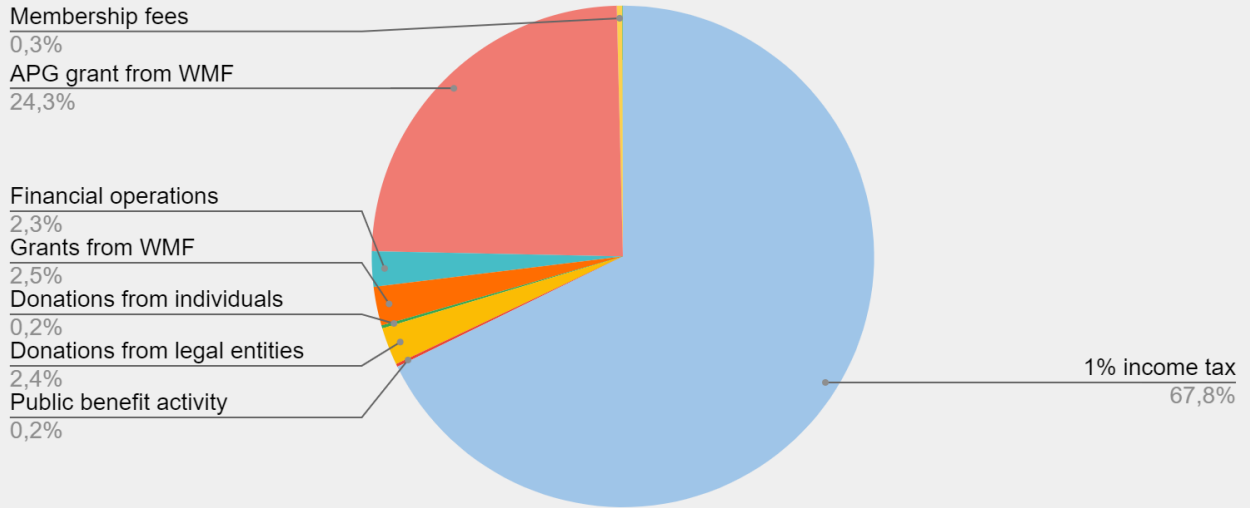
REVENUE

The income from 1% tax deduction contributions increased from 806 550 PLN to 879 178 PLN.

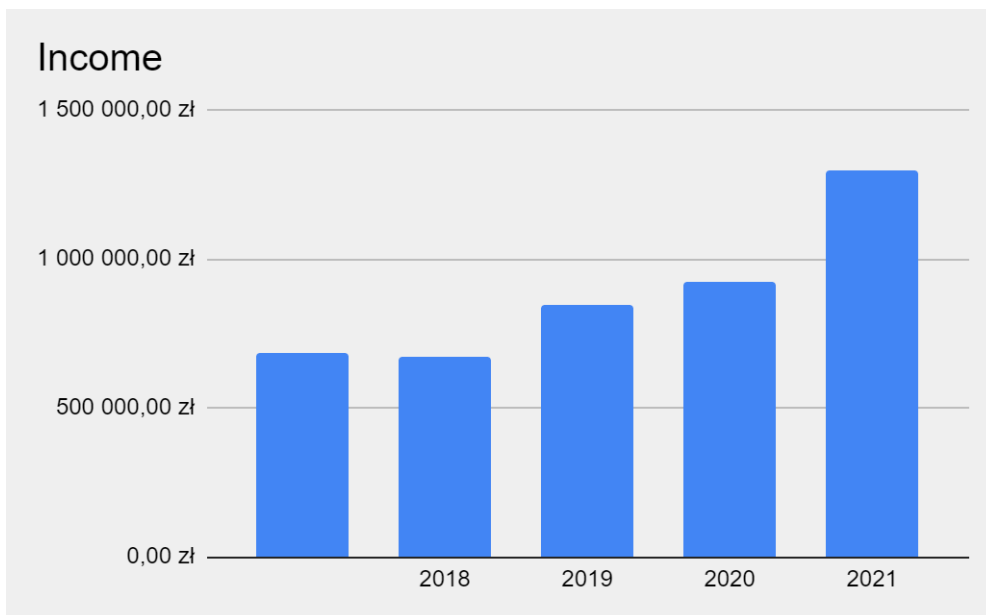
Sources of income	Planned	Achieved	% of achievement
1% income tax	830 000 zł	879 178 zł	106%
Public benefit activity	21 000 zł	2 323 zł	11%
Donations from individuals	40 000 zł	31 653 zł	79%
Donations from legal entities	35 000 zł	2 385 zł	7%
Grants from WMF	0	32 527 zł	
Financial operations	15 500 zł	29 478 zł	190 %
Public grants	10 000 zł	0	0%
APG grant from WMF		315 019 zł	
Membership fees	3000 zł	4510 zł	150 %
Others	0 zł	600 zł	

Total income in 2021: 1 297 676, 22 PLN.

Structure of income in 2021

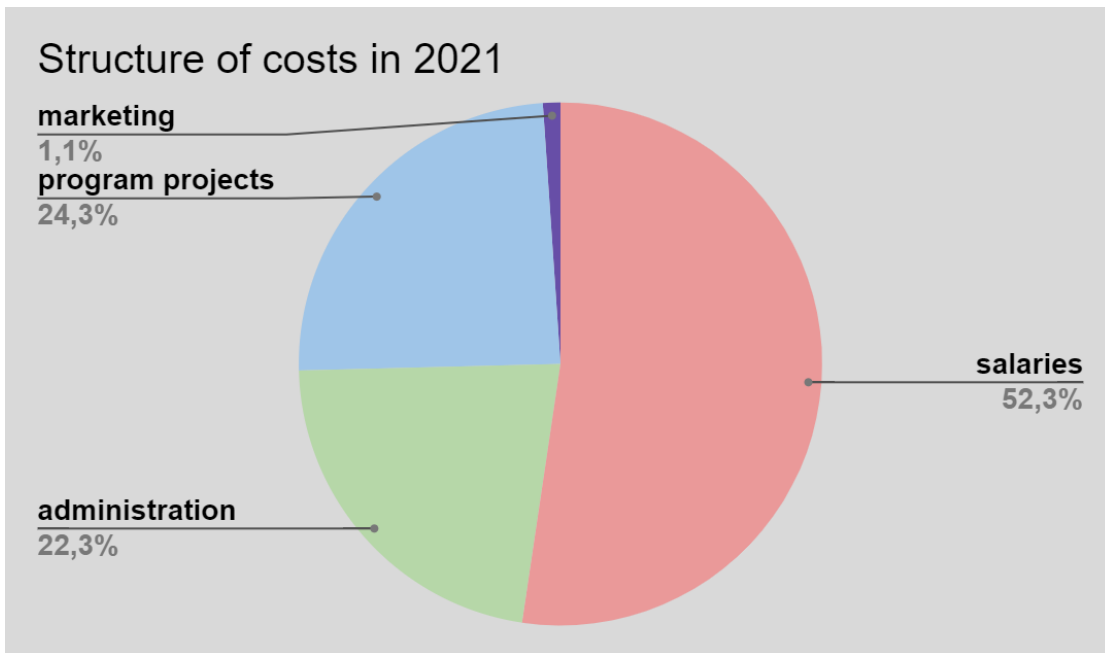


Income in years:



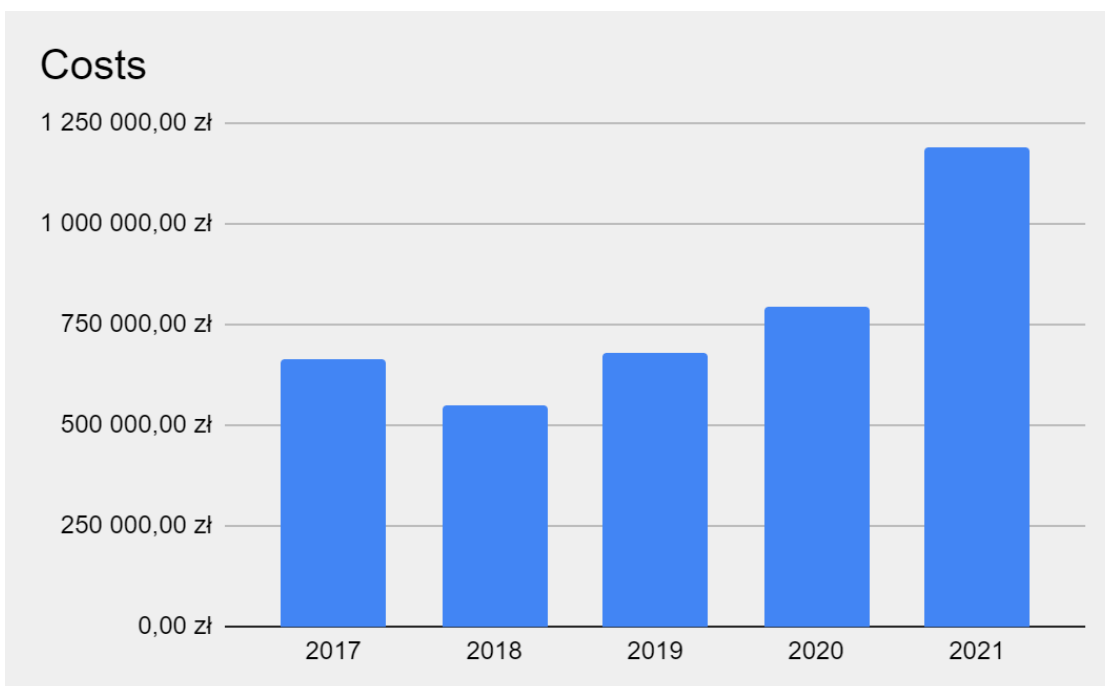
Costs

The biggest cost positions were salaries. In 2021 WMPL hired 8 people under the contract of employment and 2 persons on a B2B basis.



Costs in 2021: 1 189 195, 69 PLN.

Costs in years





ASSESSMENT OF FINANCIAL SITUATION

Revenue:	1 297 676, 22 zł	+ 40,5% year to year
Expenses:	1 189 195,69 zł	+ 49,5% year to year
Financial result:	108 480,53 zł	- 14,5% year to year from the balance sheet

Volunteers and members

Volunteers

In 2021 40 volunteers participated in WMPL's activities.

Members

At the end of 2021 the association had 135 members.



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