



# Fundraising as a Wikimedia Organization

Identifying and creating  
opportunities for external grants



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# Goal

Improve a Wikimedia organization's ability to apply for external grants for projects (i.e. not donations nor the applications to WMF).

# Four Reasons for Fundraising (with Project Grants)

The four F's:

1. Freedom
2. Finding and keeping partners
3. Flexibility
4. Fleshing out your ideas

# Freedom

Not all the eggs in the same basket

Not dependent on one funder's ideas -  
more options to develop ideas that you like

Funding at different times

Bringing in more resources for our  
movement

Negative:

More reporting at different times

Risk of getting off track

You need to plan ahead

# Finding and Keeping Partners

Offering something instead of asking  
They are willing to experiment more

# Flexibility

Let you try new things  
Experimenting is core - don't stop evolving

Also your organization has to be flexible and prepared

# Fleshing Out Your Ideas

Collect all the good concepts and figure out what is needed to  
make it happen

With a deadline and a clear goal you focus on turning ideas into  
realities (I will talk about how to do that soon)

# Our Survey and Previous Work

Portal on Meta (meta:Partnerships & Resource Development)

Survey in 2015 answered by 23 movement organizations (WMDE,  
WMFR & WMSE)

 Cornelius



# Survey Results: What types of fundraising/fund development does your organization engage in?

Grants from public institutions: 7 (30%) (Good)  
Grants from private institutions: 12 (52%) (Great)

However, for half of you, think about the four F's!

# Survey Result: What are your current main challenges with fundraising/fund development?

Finding appropriate funding opportunities: 16 (73%)

Finding partners for joint proposals: 5 (23%)

Capacity to complete proposals and applications: 14 (64%)

Carrying through with funded activities: 3 (14%)

Evaluation: 3 (14%)

Sustainability: 11 (50%)

# Four Tools When Applying for External Grants

1. Get an overview of the funds available
2. Project ideas
3. Project plan
4. Budget

# Get An Overview of the Funds Available

Create structured list (Task 1 today)

Search on Google, databases etc.

Talk to partners

Participate at events organized by funders

# Project Ideas

What to achieve?

What does the funder want?

Does it fit with your organization's aim?

What synergies are created?

# Project Plan

What are the goals?

What can you deliver? How?

What are you missing? = Find partners with competencies you need. Is there anyone in your network that has it or that can help you find them? Work with your team!

# Budget

Often short of time

Will often affect the project plan

Prepare in advance (Task 2 today)

Know your hourly cost for staff

Know how much an event is, e.g. an edit-a-thon's preparation, execution and follow up - and then add some extra

# Task 1: Create a list of opportunities

(1) Theory: You need to identify suitable financiers early on to be able to structure your work and not miss opportunities; (2) In practice: Create a structured list; (3) Task: Create a template for the list of what you believe should be included and why; (4) Wrapping up: Present the list and discuss and evaluate the suggestion.



## Task 2: Create a budget for an edit-a-thon

(1) Theory: You will be late with your budget preparations; (2) In practice: Count the cost for typical events to save you time; (3) Task: Create a standard budget for an edit-a-thon; (4) Wrapping up: Present your budget for the group.

## Task 3: Reporting the result from your edit-a-thon

(1) Theory: To keep partners & funders happy you need to tell them how it all turned out; (2) In practice: You need to figure out what to tell them and how; (3) Task: Identify the 3 most suitable results that you should share with partners & funders and how; (4) Wrapping up: Present for the group.



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