

# Partnerships & Resource Development

Survey Results – October/November 2015

Initiated by the Partnerships & Resource Development group as a follow-up of the Wikimedia Conference 2015.  
Supported by Wikimédia France, Wikimedia Sverige and Wikimedia Deutschland.

# Idea of the survey

- follow-up to fundraising and partnerships sessions at the Wikimedia Conference 2015 and the WMCON Follow-Up Day at Wikimania 2015
- goal: better understanding of expertise, experiences and needs among Wikimedia organizations around fundraising and partnerships
- How can we work and learn together in the future?
- More information on Meta: [https://meta.wikimedia.org/wiki/Partnerships\\_%26\\_Resource\\_Development](https://meta.wikimedia.org/wiki/Partnerships_%26_Resource_Development)

# Short facts

– 22 chapters + 1 thematic organization responded

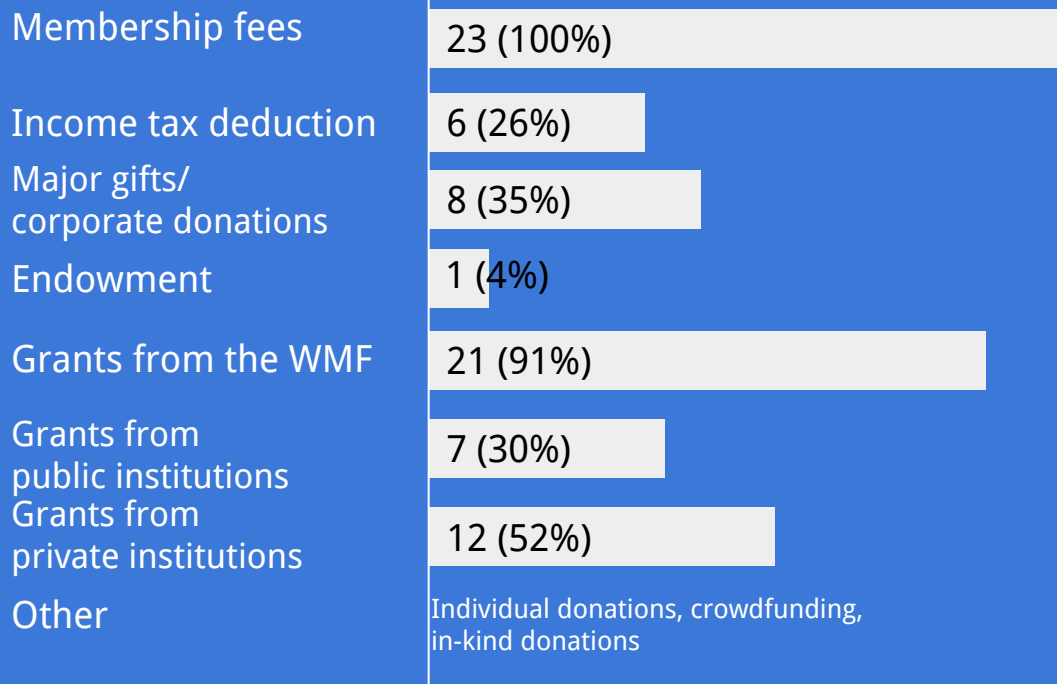


– survey period: October 16 – November 6, 2015

– 19 questions on experiences,  
needs and further involvement

- Amical Wikimedia
- Wikimedia Argentina
- Wikimedia Australia
- Wikimedia Belgium
- Wikimedia CH
- Wikimedia Deutschland
- Wikimedia DC
- Wikimédia France
- Wikimedia India
- Wikimedia Indonesia
- Wikimedia Israel
- Wikimedia Italia
- Wikimedia Mexico
- Wikimedia Nederland
- Wikimedia Norge
- Wikimedia Österreich
- Wikimedia Polska
- Wikimedia Serbia
- Wikimedia Sverige
- Wikimedia UK
- Wikimedia Ukraine
- Wikimedia Venezuela
- Wikimedia ZA

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



n = 23

# Please add any learnings or experiences you would like to share with any of the fundraising activities you have checked before.

*Fundraising in a Collective Impact context (WMDE)*

*WMF grant processes make us more mature + organized (WMMX)*

*“Charity status is more than important.” (WMIN)*

*Organizational/institutional memberships (WMSE, WMIT)*

*Offering surplus for members necessary (WMVE)*

*“Don’t spend too much time on measuring and reporting!” (WMUK)*

*Difficult to differentiate for institutions between Wikipedia and Wikimedia (Amical)*

*No donations/fundraising culture (WMUA, WMAR, WMVE)*

*Micro-financing and crowdfunding (WMFR)*

# 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%)

# What types of partnerships does your organization engage in?

Partnerships that generate contents for Wikimedia projects

23 (100%)

Partnerships that seek joint third-party funding

14 (61%)

Partnerships that revolve around a specific project

18 (78%)

Thematic networks

12 (52%)

Collective Impact Initiatives (multi-partner, multi-year, systemic impact oriented)

6 (26%)

Advocacy partnerships

14 (61%)

n = 23

# Please add any learnings or experiences you would like to share with any of the partnerships you have checked before.

*Open Data Portal Österreich, third-party funded grant project with other NGOs and public administration (WMAT)*

*"We organise events, the partners full them up with people." (WMZA)*

*"Our major partnerships normally include Wikimedians in Residence." (WMUK)*

*"Many GLAMs see Wikipedia as a marketing channel." (WMRS)*

*"Good partners with own funding streams!" (WMAU)*

*"Partners often think they can use the Wikipedia for free 'from now on'". (WMUA)*

*Not having staff conditions the progress and the evolution of our projects (WMMX)*

*"Mid term is better than one night shot. We plan our partnerships with strategy of scaling and sustainability." (Amical)*



# What are your current main challenges with partnerships?

Finding appropriate partners

8 (36%)

Commitment and follow-through of partners

10 (45%)

Funding of joint projects

10 (45%)

Maintaining partnerships

12 (55%)

My organization's limited capacities

20 (91%)

# Are there any Wikimedia movement resources you regard as useful for partnerships/fundraising?

Wikipedia banners (WMPL)

**No. (6x)**

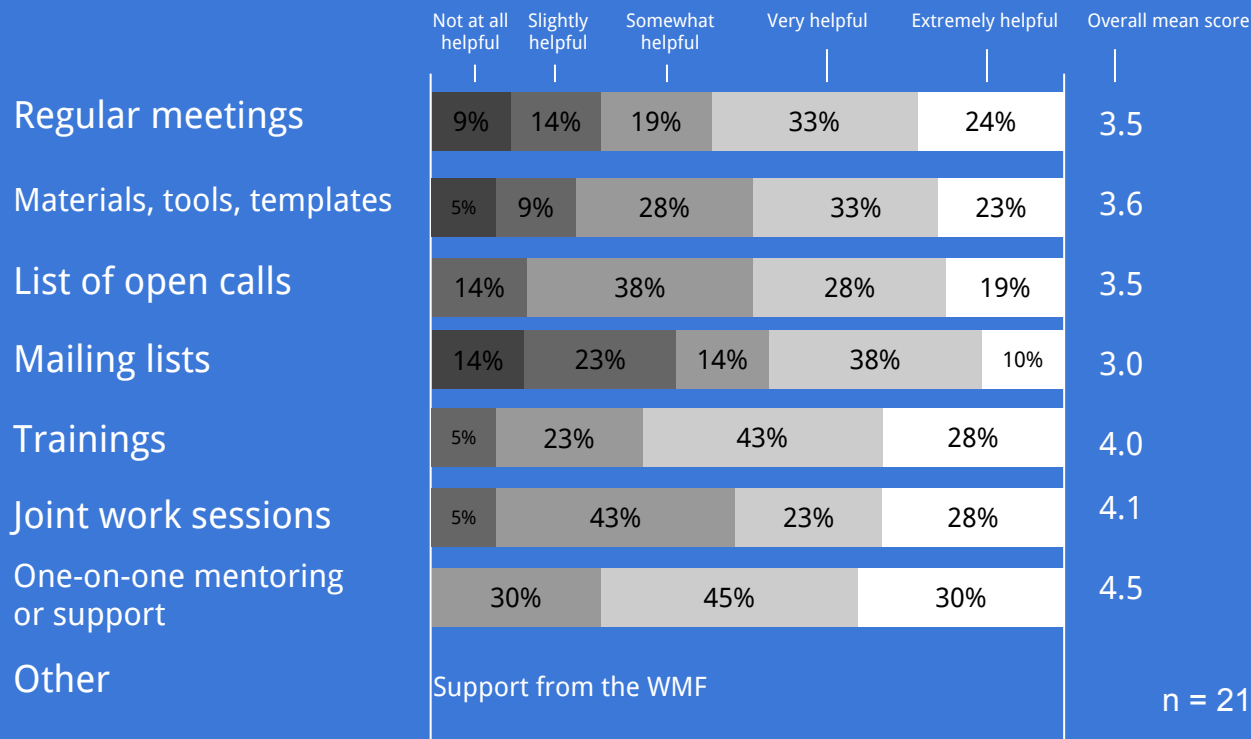
Networks/contacts to other Wikimedians who have experiences in this regard (WMAT, WMRS, WMMX)

Case studies are crucial (WMUK)

The WMF grantmaking programs/grant pages are a huge help (WMDC, Amical)

More or less anything provided by Wikimedia UK when it comes to GLAM/Education partnerships and by Wikimedia DE when it comes to advocacy especially. (WMFR)

# Which one the following ways of support you would appreciate the most to become more active and effective with fundraising and partnerships?



# How would you like to work and learn with other movement entities on fundraising and partnerships?

## I am willing to:

Share tools and templates

15 (68%)

Write learning patterns

9 (41%)

Share grant applications on-wiki

15 (68%)

Work on joint proposals with other Wikimedia orgs.

15 (68%)

Help involve non-Wikimedia partners

13 (59%)

Attend work sessions and trainings

18 (82%)

Provide or help organize work sessions and trainings

11 (50%)

n = 22

# Thank you to all respondents

More information on  
[meta:Partnerships & Resource Development](#).  
Next steps will follow soon.

Initiated by the Partnerships & Resource Development group as a follow-up of the Wikimedia Conference 2015.  
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For any comments or feedback, mail Cornelius Kibelka ([cornelius.kibelka@wikimedia.de](mailto:cornelius.kibelka@wikimedia.de)).

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