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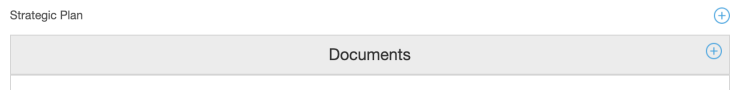
Guide for General Support Applications

Instructions for using this guide:

1. Before applying make sure you have reviewed the criteria for each type of fund and our recommendations. For more information [click here](#).
2. This guide was written to make your application easier! We have included key instructions for each question, definitions for key terms, and some example answers where useful.
3. **This form can be filled in any language.** We are working to translate this guide into several different languages.
4. Given that the form is online, we recommend filling out the application in work before putting the final submission to Fluxx.
5. As an optional resource, we have included links to further reading that may help you understand more about the Wikimedia Movement and write your proposal.
6. When there are open questions please try to be as brief as possible. These answers each have a specific character limit. For your reference: 500 characters = approximately 1 paragraph with 6 sentences. You will be able to see your character count in the form as you write.
 - **1. Please state the title of your proposal.**
You will see your character count below as you write
Max 500 characters.
 - **Characters left for field: 461**
7. Each question and answer option is presented as seen in the Fluxx Portal. In this guide, questions will be marked in green and answer options in grey.
8. When needed, we will add definitions to some of the answer options.
9. We provide example answers using a fictional project. They can be identified in a pink box as seen below. They are just illustrative examples, please do not feel restricted by them.

Wiki Antarctica example

10. Throughout the application, you may be given the option to upload documents. You will see this box just below the question. Click on the plus button to upload files or google docs.



Click on the plus button to upload files or google docs.

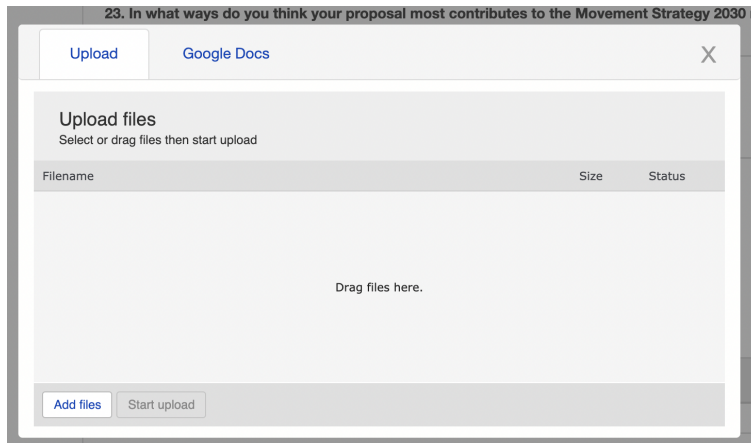


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4. What is your organization or group's mission?

Grant Proposal

5. Please state the title of your proposal.

6. Please state the proposed start date

7. Please state the proposed end date

8. Where will this proposal be implemented? Please select the country (single option).

9. Indicate if it is an international or regional proposal and if it involves several countries?
This question is optional

10. What are the main challenges you are trying to solve and your proposed solution? 1500 characters max

11. What is the main objective of your proposal?

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Select all categories that apply.

18. Please tell us more about your target participants.

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[Table 1: Guide to content type per Wikimedia project](#)

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Brief Instructions

We have created this guide to help you with each step of the application that includes an explanation for each question and some simple examples. We hope it helps answer any doubts but please reach out to us if you need any support!

If you need any support or have any questions please email us at: communityresources@wikimedia.org or your regional Program Officer

This application can be filled in any language.

Introduction: (as seen in the form)

Welcome to our application form. Before filling out the form, think about the vision and values that define the Wikimedia Movement

Our vision is a world in which every single human can freely share in the sum of all knowledge. We believe that everyone has the potential to contribute something to our shared knowledge and that everyone should be able to access that knowledge, free of interference.

We believe our community of contributors should be as diverse, inclusive, and accessible as possible. We want this community to be a positive, safe, and healthy environment for anyone who joins (and wants to join) them, free from harassment and prejudice. Please take some time to read our Friendly Space Policy and the Universal Code of Conduct that defines a minimum set of guidelines of expected and unacceptable behavior. If you have any questions or concerns about these policies we would like to work together with you to address them.

Thank you for your interest in applying for a General Support Fund as part of the Wikimedia Community Funds. First, we would like to know a bit about you.

Eligibility Section (required section)

Important reminder! This form does not auto-save so please remember to save often. If you have limited connectivity we recommend you work on the answers offline and then use the form to fill them out.

Before answering this question, please check the [documentation we require to send funds](#) as well as [general eligibility requirements](#) for the funding program.

A. Are you applying as a(n)

Options

- Individual This is for individual people that are not applying in the representation of any organization or group.
- Group of individuals not registered with an organization This option is for a group of people that are not formally registered with Wikimedia as an organization but are carrying out projects or initiatives together and want to develop the proposal together.
- Nonprofit organization with Wikimedia mission This option is for organizations whose principal mission is contributing to Wikimedia projects and movement.

- Wikimedia Affiliate [chapter, thematic org or user group] This is for an organization that is formally registered with Wikimedia in one of these categories. If you want to find out more about Wikimedia affiliates you can [click here](#).

- Chapter: are independent organizations founded to support and promote the Wikimedia projects in a specified geographical region (country).
- User group: simple and flexible affiliates
- Thematic group: are independent non-profit organizations founded to support and promote the Wikimedia projects within a specified focal area.

*If you are an individual **please check the box** below to fill in the individual applicants' information.*

*If you are a group of individuals please provide the name of the group and **do not check the box** if you are any other type of organization.*

B. Full name of the individual presenting the proposal

- B. Full name of the individual presenting the proposal

or

B. Full name of the organization presenting the proposal

(also the name of the group of individuals if presenting on behalf of a group)

- B. Full name of the individual presenting the proposal

B. Full name of organization presenting the proposal

XYZ Test Org

Main Office/Satellite: Please state the location of the main office where you are based.

Primary Contact: Please give the full name of the persons presenting the proposal.

Primary Signatory: Please give the full name of the persons that would sign a contract with the Wikimedia Foundation if the fund is approved.

Secondary Contact: Please give the full name of a secondary contact for the organization or group of individuals.

Secondary Signatory: If your group is not formally registered as an organization, this should be the contact of a person that will act as co-signatory of the General Support Fund. Individual applicants typically do not need a co-signatory, unless they are younger than 18 years old and must have a fiscal co-signatory who is of age. A co-signatory is usually a second representative of a particular affiliate/group who co-signs the grant agreement. We also have co-signatories in cases when the bank account is shared or when the grant funds will be transferred to another individual bank account.

C. Contact email for this proposal

Please provide the email you would like to use to receive communications about this proposal. If you would like us to copy more than one email, please include them, too.

acaceres@gmail.com
Please cc to WikiAntartica@gmail.com

D. Please provide the contact details of a secondary contact (name and email address).

If this proposal requires a co-signatory please provide this Please provide contact details for the secondary contact or co-signatory if the proposal requires one.

Pedro Rodriguez:
prodirquez@hotmail.com. Treasurer of
WikiAntarctica and co-signatory for
WikiAntarctica.

E. Do you have an account on a Wikimedia project?

Select one option.

Yes

No

A username is a login used across all Wikimedia projects. If you want to know more [click here](#). Registering a username is recommended, but not obligatory to submit a proposal. Accounts can be useful to become more familiar with all Wikimedia projects.

What are Wikimedia projects? Here is a brief description of the main ones. For more information, you can also [click here](#).

Content oriented:

- Wikipedia: an online encyclopedia (launched 2001). Content definition: Articles created or improved.
- Wikimedia Commons: a repository of images, sounds, videos, and general media (launched 2004). Files uploaded
- Wikidata: knowledge base (launched 2012)
- Wikisource: Free content library. Pages created or improved
- Wiktionary: online dictionary and thesaurus (launched 2002). Entries created or improved
- Wikiquote: a collection of quotations (launched 2003). Pages created or improved
- Wikivoyage: travel guide (launched 2003). Articles created or improved
- Wikispecies: a taxonomic catalog of species (launched 2004). Pages created or improved
- Wikiversity: a collection of tutorials and courses, while also serving as a hosting point to coordinate research (launched 2006). Pages created or improved

- Wikinews: Free content news. Articles created or improved
- Wikibooks: Free textbooks and manuals.

Infrastructure and coordination:

- MetaWiki: central site for coordinating all projects and the Wikimedia community
- MediaWiki: helps coordination work on MediaWiki software
- Wikimedia Incubator: for language editors in development. Content units created or improved
- Wikitech: technical projects and infrastructure

E1. Please provide the main Wikimedia Username (required) and Usernames of people related to this proposal.

If you answered yes to question E (indicating that the individual or organization presenting the proposal does have a Wikimedia username), please provide the usernames of the people related to the proposal. A full list is optional but we recommend providing the full list of usernames, mentioning the role they will have in implementing your proposal. This will help us work with you to evaluate your experience and the team’s capacity. Please note that it is not obligatory to have Usernames for proposals to be approved. If you answered no, you will not need to provide this.

F. What country are you (individual) or organization based in? Please select just one option.

List of countries (If the translation is needed: [here is the list](#))

Please use the list to select the country where the applicant is physically based or registered (as an individual or organization). If the physical location differs from the location of registration, you can mention this in the final space provided for comments.

G. Have you received a grant from the Wikimedia Foundation before?

Applied previously and did not receive a grant.

Applied previously and did receive a grant.

Did not apply previously

Please state if you have previously received funds through the Wikimedia Foundation grants program. These are grants that are provided by the Wikimedia Foundation formerly known as, Conference Grants, Rapid Grants, Project Grants, Annual Plan Grants, or Simple Annual Plan Grants. To find out more about the former grants program that operated from 2016 till June 2021 [click here](#) for those before 2016, click here [Individual Engagement Grants \(IEG\)](#) or [Project and Event Grants \(PEG\)](#), [Wikimania Scholarship \(TPS\)](#). Please note that your proposal will not depend on having received grants before.

H. Have you received grants from any non-wiki organization before?

Please state if you have previously received funds from other organizations before. This will help us know more about your work and partnerships, however, the viability of your proposal does not depend on this.

H.1 If you answered yes, Which organization(s) did you receive grants from?

If you wish, you can provide the names of organizations that you received funds from or the type of organizations. You can also provide details of the amounts received or work developed as part of these funds. You do not need to provide this information if you prefer not to.

This final section is to provide the necessary documentation, which depends if you are applying as an individual, group of individuals, or an affiliate organization.

If you are applying as a group:

You will be required to answer these questions.

I. Type of Identification

Provide the identification of the main contact for this proposal and the person that will be receiving the funds.

- passport
- national ID card
- driver's license
- voter registration card
- other (text field)

J. Does identification have an expiration date?

- Yes
- No

If you answer yes, you will be asked to provide it. Please note that the date is in US format, month, day, and year.

J1. Expiration Date (MM/DD/YYYY)

K. Please check the three boxes below to verify that if this grant request is approved for funding, you understand that

- Proof of identification is required for the grant agreement and bank account signatories.
- You need to complete a bank information form for our commercial bank account to receive the grant funds
- You need to submit a document from our bank listing the bank account signatories.

If you are applying as an individual:

You will be required to answer these questions.

H. Type of Identification

Provide the identification of the person that will be receiving the funds.

- passport
- national ID card

- driver's license

- voter registration card

- other (text field)

I. Does identification have an expiration date?

Yes

No

If you answer yes, you will be asked to provide it. Please note that the date is in US format, month, day, and year.

I1. Expiration Date (MM/DD/YYYY)

If you are applying as a Wikimedia affiliate:

You will be required to answer just this question.

Please check the three boxes below to verify that if this grant request is approved for funding, you understand that

- Proof of identification is required for the grant agreement and bank account signatories.
- You need to complete a bank information form for our commercial bank account to receive the grant funds
- You need to submit a document from our bank listing the bank account signatories.

If you are applying as a Nonprofit organization with a Wikimedia mission:

If you are applying as a Nonprofit organization with a Wikimedia mission, you will be required to answer just this question.

Proof of Nonprofit Status

You must complete at least one of the options below but you can do more, if applicable. Request to upload proof of nonprofit status document in the document component below Fill in the text below asking for a description of your nonprofit organization's status under local law. For example, “a 501(c)3 tax-exempt nonprofit organization,” or “a registered charity listed in my country's directory. URL field: If proof of nonprofit status is available online

Important reminder! This form does not auto-save so please remember to save often. If you have limited connectivity we recommend you work on the answers offline and then use the form to fill them out.

Additional information

1. Do you have a [fiscal sponsor](#)?

Yes

No

A **fiscal sponsor** is an organization that administers a grant on behalf of a grantee. Individuals, groups, or organizations that wish to apply for funding but cannot or prefer not to administer the grant funds themselves, may request to receive their grant through a fiscal sponsor organization. The fiscal sponsor receives the funds from WMF on behalf of the grantee, holds the funds, and dispenses them as agreed or instructed by the grantee. The grantee is responsible for managing and implementing the funded project. Fiscal sponsorships may be helpful for: (a) new organizations or groups that have not yet incorporated or established a bank account where they can receive grant funds; (b) groups or initiatives that are formed temporarily for a specific purpose; or (c) groups whose circumstances make it hard for a grantee to receive funds directly.

Fiscal sponsorships require two written agreements: An agreement between WMF and the fiscal sponsor. An agreement between the fiscal sponsor and the grantee, using a template agreed upon with WMF. The grantee agrees to provide the fiscal sponsor and WMF with information about the project and may communicate directly with WMF alongside the fiscal sponsor. Grantees do not need to have a fiscal sponsor identified before they submit their request, but should identify one before the grant is approved.

You can [click here](#) for more information on fiscal sponsors.

2. If you would like, please share any websites or social media accounts that your group or organization has.

(optional) *500 character limit*

This information would be great to see how you communicate your work. However, it is optional to share these accounts and your proposal does not depend on this.

3. Are you legally registered?

Yes

No

Please state if you are registered as a legal entity or group in any of the countries where you implement your work.

4. What is your organization or group's mission?

500 characters limit

We would love to know your mission as an organization. This can be a mission statement, a brief description of the focus of your work, or how your mission is legally registered.

The form does not auto-save so please remember to save often.

Grant Proposal

Thank you for all this information to get to know you better. We now want to hear your proposal for this grant.

This application will allow applicants to state whether they are considering multi-year funding. If you are thinking of requesting multi-year funding, we recommend you describe your wider goals with this longer-term vision. However, in this application please focus on the strategies, activities, targets, and participants, of the first year of funding. Given the current circumstances and changing nature of contexts, it is important to be flexible and adaptable. You should mention how you hope these may develop in the following years and how the initial funding will help with the longer-term plan.

To apply to multi-year funding it is necessary to evidence your multi-year plan, for instance through your organization's strategic plan or other types of documents. We recommend that before submitting multi-year funding, you contact the regional Program Officer to review this and offer support.

5. Please state the title of your proposal.

Max 500 characters.

Try to pick a name that is creative and reflects the impact you want to have. In your title, you can consider including the location of your activities, the community you want to support, or a year or month when your activities will take place. This helps to distinguish your proposal from other similar proposals based on other locations or previous years. For those of your proposals that involve work in education, [click here](#) for some good tips. For our fictitious example:

"The New Rising Sun Artists Generation in Antarctica, 2022"

6. Please state the proposed start date

Please use the calendar option to provide the proposed start and end dates of this proposal. The format used is the US date format: mm/dd/yy

7. Please state the proposed end date

8. Where will this proposal be implemented? Please select the country (single option).

List of countries (If a translation is needed: [here is the list](#))

Please use the list to select the main country where this proposal will be implemented and where you hope to have an impact. For our fictitious example:

Antarctica

9. Indicate if it is an international or regional proposal and if it involves several countries? This question is optional

Local

Regional (if regional open a new question to indicate country names)

International (if international open a new question to indicate country names)

9.1 If you have answered regional or international, please write the country names, any specific subregions, and any other information that is useful for understanding your proposal and why these geographies are important. 500 character limit.

10. What are the main challenges you are trying to solve and your proposed solution? 1500 characters max

For our fictitious example:

One of Antarctica's largest marginalised city outskirts is called Rising Sun. Rising Sun is very rich in history and diverse cultural expressions, especially through urban art and music. However, it is often not visible or recognised because public information about Rising Sun usually focuses on negative reporting about crime and violence. Youth from Rising Sun are at the heart of the artistic movement. This has been an important way to voice their identities and resist historic social exclusion, particularly against women and gender minorities. They have long searched for ways to make their history and cultural expressions more widely known and reduce negative stereotypes about their territory.

Through this proposal we hope to engage underrepresented groups such as women and the LGBTI communities connected to cultural initiatives to work with Wikimedia projects as a vehicle to document and communicate their knowledge and work. We believe that connecting this to global campaigns such as Art+Feminism will also this more visibility and learn from other Wikimedians communities. Finally, we hope that the activities will lead to a longer term strategy of how to develop a strong Rising Sun community and engage participants as local movement organisers.

11. What is the main objective of your proposal?

500 characters max

A project objective is what you plan to achieve by the end of your **project**. Objectives should be attainable, time-bound, specific goals you can measure at the end of your **project**. Discover more references about developing project objectives by [clicking here](#).

This approach is also known as SMART:

Specific: clearly defined, who, what, where, when, and why.

Measurable: make sure you can quantify the objective.

Achievable: make sure you can accomplish it.

Realistic: Make sure you have enough time and resources to achieve it.

Time-bound: Make sure you determine when.

By January 2022, activate and train 50 people from Rising Sun to collectively create at least 50 articles about female and LGBTI+ artists in their territory for Antarctica Wikipedia, and upload at least 50 photos to Wikimedia Commons contributing to the Art+Feminism global campaign (40 words).

12. Describe your main strategies to achieve this objective and the activities you will be developed as part of these strategies.

2500 character limit

This is the space to describe the main strategies that you hope to develop and the activities related to each strategy. These strategies can be organized as components, programs, or areas of your proposal.

If your project involves more than one country please tell us where you will implement each activity. You can also mention specific subregions within a country if this is relevant.

1: Generating diverse contents

This program will include a number of activities such as photowalks, write-a-thons and edit-a-thons to develop contents related to female and LGBTI+ artists and their artwork in the Rising Sun Community.

Photowalks: This activity will be a series of photo tours to register the artist and their work. This will be done through 3 photowalks to capture different areas of the territory and where their artwork is placed. To do this we will work with a local cultural collectives that teaches photography, seeking to include women and LGBTI communities. We hope to engage at least 20 people interested in photography within the whole project to participate in programs 2 and 3.

Write-a-thons: with this activity we hope to engage a collective of writers to work with these artists to register their stories and the descriptions of their art. Before training writers to edit on Wikipedia and Wikicommons we want to make sure that they take the time to develop the contents with all the necessary references and support. We will carry out a workshop with at least 10 young writers to train them in Wikipedia policies.

Edit-a-thons: We will carry out a 3-day edit-a-thon to train at least 50 people, particularly from female and LGBTI communities, (also participants of program 1 and 2) to edit articles on Wikipedia and upload images to Wikimedia Commons. We will also train them on how to continue participating actively in the Wikimedia movement and how to connect to the Wikimedia community in Antarctica and the Art+Feminism campaign, as well as other global initiatives. This is very important to guarantee wider engagement and interest in the movement.

2. Building the Rising Sun Wiki Community

We will also work on building a plan with women and LGBTI communities related to the artistic and cultural sector to develop a longer-term strategy for documenting local culture and identities and sharing these on Wikimedia projects. For this, we will discuss how to organize the community building upon and connecting existing community and activist dynamics in Rising Sun. In this process we will define those interested in becoming organizers in the community and their capacity needs, how to involve local partners such as other local NGOs, schools, and social leaders, amongst other factors. We hope that this plan will develop into a future proposal to access longer-term Wikimedia funds.

13. Please state if you will be carrying out any of these activities that are common within Wikimedia communities?

You can select all the activities that apply. This list is just a reference, your proposal does not have to be restricted by these activities. In the next question, you will be able to describe all activities in more detail.

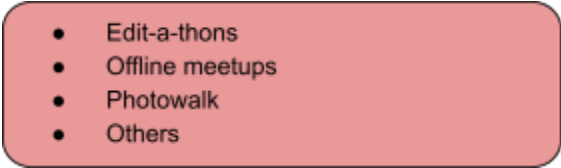
Wikimedia communities have developed several activities that are now commonly used around the world. We have listed those activities below. Guidelines are available to support organizers to implement many of these activities, and we have provided web links to some of them. For your project, you can pick activities from this list that support your goals, or you can alternatively describe other activities that you will develop that are not on this list.

- **Organizing Meetup offline:** Meetups are important occasions when Wikimedians (users of Wikimedia projects) come together face-to-face generally on an informal basis. These have been going on for several years and in a wide range of places across the world. For more information [click here](#) or view this [Wikipedia page](#) with good meet-up tips.
- **Organizing Meetup online:** Meet-ups that happen online.
- **Workshop:** This is an event in which the participants are introduced to the basics of Wikipedia and other Wikimedia projects and how to edit them. Wikipedia workshops may vary in length from hours to days. Here is an example of a [workshop](#).
- **Edit-a-thons:** a scheduled time where people edit Wikimedia projects together, whether offline, online, or a mix of both; typically focused on a specific topic, such as science or women's history; a way to recruit new Wikimedians and teach them how to contribute. For more information [click here](#).
- **Wiki Loves campaign:** Wiki loves X includes outreach campaigns to promote content around a certain topic. These can be global campaigns such as [Wiki Loves Monuments](#) with local expressions or [Wiki Loves SDGs](#).
- **Train-the-Trainer:** This is a training program to develop leadership and technical skills among the Wikimedia community members. Here is an [example](#).
- **Photowalk:** is an activity of participants who gather in a group to walk around with a camera for the main purpose of taking pictures of things that interest them. Here is an [example](#) of a proposal that includes photo walks and [some tips](#).
- **WikiCamp:** Activity developed by some Wikimedia communities to activate students or other groups to learn how to edit Wikimedia projects through a fun and engaging

multi-day event. This can be linked to educational initiatives. [Click here](#) to see this example in Armenia.

- **Contest:** Activities that can involve competition and reward for different contributions to Wikimedia projects, such as for good writing, site and logo designs, or great images or media to encourage and recognize brilliant, unusual, or specially-targeted contributions. For more information on organizing contests and types of contests [click here](#).
- **Wikimedian-in-Residence:** an experienced Wikimedian (editor or organizer) who dedicates time to working in-house at a partner organization (or a professional or institutional network) to share its knowledge within the Wikimedia platform and promote Wikimedia projects within the organization. Activities include advocating for open access, organizing training, events, and campaigns. For more information [click here](#) and discover the Wikimedians in Residence Exchange Network which provides peer-to-peer support for organizations and individuals.
- **Conference and event Organizing:** This can be for **regional events** aimed at developing national and regional platforms for experience sharing, skill-building, and networking (such as Iberocoop; WISCom, ESEAP, and the CEE group). Some examples for National and regional conferences are WikiConference India, WikiConference North America, and Regional affiliate meetings such as WikiArabia, ESEAP Conference, CEE Meeting, and Wiki Indaba. They can also be thematic Events around existing and defined themes related to the Wikimedia movement such as education or gender. Finally, they can be Growth Events that aim to develop new innovative ideas and/or bring in new contributors from emerging communities or promote collaboration between groups (such as new and old affiliates to share ideas). **Important note:** If the main focus of your proposal is a conference or event, please look at the Conference Fund application to see if this better suits your needs.
- **Media outreach campaigns:** These are activities focused on creating creator awareness of Wikimedia projects through promotional campaigns. These campaigns can be online, such as promoting Wikimedia projects through social media platforms, or offline, such as printing promotional material and distributing/displaying them at institutions, events in media outlets, etc. Video productions can be part of these promotional campaigns. For more information [click here](#), and see this interesting [example here](#).
- **Central Organizing for a Movement Campaign:** activities needed to help organize a regional or global campaign.
- **Other:** Please include this in your selection if you would like to include other activities, as well as the ones selected.
- **Not applicable:** Please select this option if you are not going to develop any of these activities, but wish to propose other ones in the following question.

For our fictitious Antarctica "The New Rising Sun Generation" example, we would answer as follows:

- 
- Edit-a-thons
 - Offline meetups
 - Photowalk
 - Others

14. Are you running any in-person events or activities?

Please state if you are running any in-person events or activities. For more events of more than 10 people, you should follow local health guidelines. For events of more than 10 people, you need to carry out a risk assessment. Make a copy of [this spreadsheet](#) to develop your assessment. Here is a [video explanation](#) of how to carry out this risk assessment.

Yes

No

Maybe

14.1 If your answer is yes make sure to follow the [COVID-19 Risk Assessment protocol](#). **provide a link or upload** your completed copy of the risk assessment).

15. Please state if your proposal aims to work on any of the identified content knowledge gaps?

Wikimedia has identified knowledge gaps in the **content** on Wikimedia websites and has set a goal to fill these gaps. Several Wikimedia communities have developed initiatives to support this goal. It may be interesting for you to discover which gaps have been identified and what work is being done to fill them. For this purpose, we have provided a partial list of types of content gaps with links to related initiatives. This is not a complete list and others continue to develop over time.

- **Content Gender gap:** content focused on promoting more coverage in terms of the gender identity of subjects. Existing gap: the majority of Wikimedia content about people focuses on male subjects. References: Several community initiatives such as the [Gender Gap Portal](#), [Women in Red](#), as well as organizations such as [Whose Knowledge?](#) are focusing their efforts to address the gender content gap across Wikimedia projects. View their links to find out more about this important work.
- **Age (recency):** content that aims to address the gap in historical content. Existing gap: Researchers have found that, consistently across Wikipedia languages, content is often about more recent events and there is the need to improve the availability of content across different points in time. References: [Wikiproject Historical Information](#) focuses on identifying and fixing articles that lack historical information.
- **Geography:** content that aims to represent greater geographical diversity. Existing gap: geographic coverage is extremely uneven and clustered with a strong bias towards content related to the United States and Western Europe. Within countries, there also tends to be a strong bias towards content in urban areas as opposed to rural areas. References: To address this gap, several initiatives across Wikimedia projects aim at increasing content coverage of underrepresented areas such as the [Africa Portal in Wikipedia](#).
- **Language:** contents *and tools* that aim to make Wikimedia projects' contents more available in different languages. Existing gap: there is a great degree of difference in size and coverage of different Wikipedia language editions. Furthermore, other projects such as Wikimedia Commons are multilingual by design, however, its captions are

mainly in English. Wikidata's labels are also non uniformly distributed across languages, English also being one of the most prominent ones.

- **Socioeconomic Status:** content that aims to represent greater diversity in terms of the socioeconomic status of a location or a person. Existing gap: Wikipedia has more content related to western countries with higher Human Development Index. References: Initiatives such as the Cultural Diversity Observatory focus on empowering communities to foster the inclusion of content from marginalized regions into Wikimedia projects.
- **Sexual Orientation:** content that aims to represent greater diversity in terms of sexual orientation. References: Wikidata WikiProject LGBT has been working on expanding well-sourced statements about sexual orientation in Wikidata.
- **Important Topics or Topics for Impact:** content deemed to be especially impactful to readers and important to be of high quality or tools to identify these. Existing gap: the Movement Strategy indicates that the community is still missing tools to identify which topics are most impactful in the world. References: Initiatives such as WikiProject Vital Articles or All Human Knowledge help in addressing this gap by gathering lists of important and impactful topics that should be present in all Wikipedia editions.
- **Cultural background, ethnicity, religion, race:** content that aims to represent cultural diversity in terms of history, heritage, and characteristics of different cultural groups. Existing gap: Cultural identity is a crucial part of the motivation of editors to contribute. Initiatives such as AfroCrowd aim to address some of these cultural gaps.
- **Not applicable:** Please select this option if your proposal is not connected to any of these global Wikimedia campaigns.

Note: Several definitions have been taken from the Knowledge Gap Taxonomy. For more information on this knowledge gap research and how it may relate to your work please [click here](#).

For our fictitious Antarctica “The New Rising Sun Generation”:

Content Gender gap and sexual orientation: as it will be developing content on female and transgender artists.

Geography: as it will be focusing on representing artistic and cultural expressions from a country in the Global South, but also in a marginalized area within this country.

Language: as it will be developing contents for different Wikipedia in languages other than English, as well as captions in Wikicommons in languages other than English.

Socioeconomic status: as it will be working with artistic and cultural expressions from diverse levels of income, unemployed youth, and groups that have lower levels of education.

Cultural background: as it will be working with artistic and cultural expressions from underrepresented black communities.

16. Please state if your proposal includes any of these areas or thematic focus.

Please select other thematic areas of your work - such as the issues or sectors you will be working with and/or contents that you hope to develop. Here is a list of possible topics that are important for Wikimedia movement activities.

- **Education:** activities involving and in partnerships with the educational system (parents, students, teachers, schools, Ministry of Education, UNESCO, etc.), that take place in educational institutions or address non-formal education such as WikiClubs and Camps, senior citizen learning programs, or after school activities. For specific guidelines [click here](#) and for more information about [Wikimedia in Education](#) or [here](#).
- **Advocacy:** activities focused on monitoring, informing, discussing, and taking action around policies and decisions that threaten or create barriers preventing people from accessing and contributing to free knowledge. This implies building political, legal, and activist capacities and cooperating on local, regional, and global levels. [Click here](#) to find out more about Wikimedia community advocacy discussions, actions, and decisions.
- **Human Rights:** activities focused on expanding knowledge about human rights more easily accessible for everyone to learn about their basic human rights and how to uphold them. For more information on work in this area, [click here](#).
- **Public policy:** activities focused on influencing policies that promote or limit access to free knowledge, such as access, censorship, copyright, intermediary liability, and privacy.
- **Culture, heritage, and GLAM:** activities that document intangible cultural heritage (such as oral traditions, performing arts, and festivals), or work with material culture (such as paintings, manuscripts, and monuments). These activities are often, but not always, developed in alliance with libraries and other cultural institutions who want to work with Wikimedia to produce open-access, freely reusable content for the public. Strategies that have been used include editathons, datathons, and workshops, making large uploads of content to Commons or Wikidata, Wikimedian in Residence, and organizing photography competitions. Ways to work with underrepresented content include **language** documentation and revitalization; bringing communities of origin into discussions with collection-holding institutions, and modeling intangible culture on Wikidata. To find recent examples, view the [GLAM newsletter](#).
- **Climate Change and sustainability:** activities focused on raising awareness around climate change, climate justice, and sustainable development. For some examples click here, [African Climate change editathon](#), [Wiki Meets Sustainable Fashion](#).
- **Open source technology:** technology that is made freely available for possible modification and redistribution and encourages open collaboration.
- **Diversity:** Projects focused on working on promoting topics associated with diversity and the values associated with this. Diversity is understood as both variety and difference in various aspects, such as gender, sexual orientation, cultural, geographical, ethnic, racial, religious, etc, and its presence helps to foster inclusion and equity.
- **Other:** Please include this in your selection if you would like to include other key areas of work that are not included here and in question 21.
- **Not applicable:** Please select this option if your proposal does not relate to any of these areas.

For our Antarctica “The New Rising Sun Generation” example we would select:

17. Will your work focus on involving participants from any underrepresented communities? Select all categories that apply.

Please note, we had previously asked about inclusion and diversity in terms of CONTENTS, in this question we are asking about the diversity of PARTICIPANTS. Please refer to the guide for definitions and examples.

Participants: The number of individuals who attend or benefit from grantee events, programs, or activities, either in person or virtually as documented in the proposal or reporting. This does not include social media followers, donors, or others not participating directly. Participants that are also involved with an event, program, or activity as an organizer should be counted in this definition.

Please refer to these definitions to select the diversity of contributors that your proposal seeks to include and strive for a more inclusive and safe environment for them to participate:

- **Gender:** inclusion of individuals that represent different genders, particularly those that are underrepresented, such as women, cis and trans identities, amongst others.
- **Sexual Orientation:** inclusion of individuals that represent different sexual orientations, particularly those that are underrepresented.
- **Geographic:** inclusion of individuals from diverse geographic regions, particularly in lesser developed countries or sub-regions within a country that is often underrepresented (i.e rural areas, remote areas, lesser developed areas).
- **Ethnic/racial/religious or cultural background:** inclusion of individuals that represent different ethnic, racial, religious, or cultural groups, particularly minorities and those that are currently underrepresented in Wikimedia projects.
- **Disability:** inclusion of individuals with diverse disabilities, such as cognitive, developmental, intellectual, mental, physical, or sensory disabilities. For an example, click here, [Para-Wikimedians User Group](#).
- **Linguistic / Language:** individuals that represent diverse languages, particularly languages of minority groups that are often underrepresented on a global, regional or national level.
- **Socioeconomic status:** individuals from different levels of education, income, wealth, or employment, particularly those that are underrepresented, such as people from lower incomes and levels of education.
- **Age:** diversity of ages, particularly groups that are underrepresented such as youth and senior citizens.
- **Digital access:** people with diverse access to digital technologies, given different levels of access to adequate infrastructure, resources, and/or skills.
- **Not applicable:** Please select this option if your proposal is not focused on promoting diversity in any of these groups.

For our Antarctica “The New Rising Sun Generation” example we would select:

- Content Gender gap
- Sexual orientation
- Geography
- Socioeconomic Status
- Age.

18. Please tell us more about your target participants.

Please include any specific requirements to participate and describe your strategies to retain participants after your proposal is implemented. 2500 character limit

Describe how you hope to include these **diverse contributors** mentioned in the previous question. Please state how you hope each group will contribute, for instance, as participants, editors, organizers, or other types of volunteering work on and offline. Also mention if you hope to include these groups as new readers (users) of Wikimedia projects.

Please mention if there are any specific criteria for participating, for instance, a minimum level of Wikimedia experience to engage in specific activities. For instance, some activities or events may require editors with a certain level of expertise or training in a particular Wikimedia site or a certain level of thematic expertise, ie. cultural heritage. Include strategies for recruiting these participants and if you have experience working with these types of participants before.

Please describe the strategies you would use to make sure that new contributors **continue participating** in the movement on and offline.

Finally, if you plan promotional activities, please describe your promotional plan — strategies, and channels to get the word out about your project. For our example, the response could be:

- This is an open proposal for diverse communities in the Rising Sun area of Antarctica. Whilst it is open we hope to specifically engage youth, female and LGBTI artists and cultural leaders, and grass-roots organizations working in these areas.
 - **Content Gender gap and sexual orientation:** focuses on including female and transgender artists, not only representing their work but also as participants in the workshops and hopefully as editors. The proposal also seeks to include grassroots cultural and human rights organizations that represent these communities as partners.
 - **Geography:** as it will include youth as editors and future organizers from marginalised areas.
 - **Socioeconomic status:** as it will be working to include youth as editors and future organizers from diverse levels of income, unemployed youth, and groups that have lower levels of education.
 - **Cultural background:** as it will be with youth as editors and future organizers underrepresented black communities. The proposal also seeks to include grass-roots cultural and human rights organizations' that represent these communities as partners.
 - **Age:** it will be seeking to include youth as one of the main groups of contributors and hopefully future organizers.
- No prior experience with Wikimedia is needed to participate.
- We hope to engage these participants by working with local collectives where the target audience already actively participates, as well as make an open call for participation through effective local communication channels such as posters, social media, local radio networks, and voice to voice through local leaders.
- Wiki Antarctica has not worked with these participants before as the main target audience, although youth groups have worked in our projects in the past. We hope that this experience will help us learn collectively and grow in this area, which is a key part of our outreach, diversity, and equity strategy.

Strategies to engage and maintain new contributors.

- **Linking our work with existing communities:** Local cultural, artistic, and activist collectives (grassroots organizations) already have engaged youth participating as volunteers. By working with these organizations and aligning their missional work to Wikimedia we hope to benefit from their community engagement dynamics, such as regular meet-up, volunteering incentives such as local recognition and visibility, and their existing sense of identity as a community.
- **Visibility and impact:** We will organize meet-ups to show contributors the impact of their work, for instance in content views across the world. In this way, local artists and activist groups can see the potential of Wikimedia to document and raise awareness about their work, both locally and on a global scale.
- **Connection to other Wiki communities:** We will also encourage exchanges between youth participants and artists with a similar Wikimedia project in other parts of the world working with Art+Feminism, LGBTI, and youth groups, to generate interest in engaging with the movement on a more permanent basis. We will also create spaces for interaction with other Wikimedia communities in Bromos.
- **Engage potential organizers:** We hope to identify potential youth organizers that will be able to consolidate a new Rising Sun Wiki Community and develop a longer-term plan as part of this initial work. . This plan will include activities aimed at maintaining participants active through different volunteer opportunities, both on and offline, according to each person's time, interest and capacities as well as a communications strategy via email, WhatsApp and social media. These new organizers will also seek to expand the community through local partnerships and a permanent agenda of local activities.

19. Do you have plans to work with other Wikimedia communities, groups, or affiliates in your country, or in other countries, to implement this proposal?

Yes

No

20. Please tell us about these connections online and offline and how you have let Wikimedia communities know about this proposal.

Please also provide links to on-wiki pages where you have informed these communities about your proposed work. Examples of places where this can be done include community discussion pages, affiliate discussion pages, or relevant project talk pages. 1000 character limit.

We are interested in hearing about your connections to other Wikimedia communities (individuals, affiliates, groups, etc) and how you hope to strengthen these with your proposal. These can be in the locations where you hope to develop your proposal, but also in other countries and regions.

We also want to know how you have informed communities of your proposal, particularly in the locations you hope to be carrying out your work. Please provide links to relevant communications *on and off* Wiki sites. Examples of places where this can be done include community discussion pages, affiliate discussion pages, or relevant project talk pages, [like this one](#). You may also provide information about external social media channels you may be using. For our example:

We hope to be working with the Art+Feminism team and also collaborate with WikiNorthPole, as they have developed similar projects. This collaboration will be sharing best practices and some training material.

We are presenting this proposal as WikiAntartica. We have published this on our talk pages here: [copy link](#).

We have published in the Art+Feminism user group talk page: [copy link](#).

These are our social media accounts where we have also published information about this proposal and invited participants to comment: Instagram: [copy link to post](#), Twitter: [copy link to post](#), Facebook: [copy link to post](#), Tiktok: [copy link to post](#).

21. Will you be working with other external non-Wikimedian partners to implement this proposal?

Please state whether you will be working with external non-Wikimedia partners. For instance, grass-roots organizations, NGOs, local or national government, international organizations, businesses, galleries, museums, or cultural institutions, amongst others. This does not include Wikimedia affiliate groups (either Chapters, User Groups, or Thematic Groups).

Yes

No

21a. If yes, please describe these partnerships.

*Indicate sharing of resources from these partners (in-kind support, grants, donations, payments).
1000 character limit*

We are interested in hearing about your connections to other non-Wikimedia partners and how they will be helping you develop this work and they are important. Please provide details of the organizations you will be working with, the type of partnerships, and whether you will receive resources from them. These can be financial resources or in-kind support in the form of donations, training, use of spaces or infrastructure, etc.

For our example:

We will be working with local collectives, such as the artists' collectives, writing collectives, and photography collective. These are formally and informally organized grassroots organizations with a long tradition of community building in the Rising Sun territory. These collectives will provide some of the equipment and physical spaces to carry out the activities, as well as help to engage existing participants of these communities with the proposal's activities by using their existing communications channels and mobilization capacities. The proposal aims to be able to benefit the collectives by expanding their range of activities and making their work more visible through Wikimedia sites and future partnerships with NGOs, the educational system, and local government.

22. How do you hope to sustain or expand the work carried out in this proposal after the grant?

*Describe your proposal for scaling the impact and continuing the work if applicable.
(optional) 1500 character limit*

This response is optional. If you have not already described how you hope to continue or scale this work in the future, please describe these plans here. This is also a space where you can provide details of how this links into your strategic plan or idea of multi-year funding.

23. Do you have the team needed to support this proposal?

*Please list the team and their roles. Provide their Wikimedia username if they have one.
Select 3 maximum. 2500 character limit*

Please list the team and their roles and responsibilities and if they will be paid, staff or volunteers. We invite you to describe relevant areas of expertise and experience in the team and identify any skills that may be needed for the proposal to be implemented. Please provide

as much detail as possible. Include all roles including coordinators, trainers, judges¹ (particularly if you are running contests), communications, administrators, etc. If you have not done so before, please provide the username for each member that has one. For our example:

Name: Ana Lia
Role: Project coordinator (paid staff)
Username: alia
Responsibilities: General management and coordination of all the project's activities, staff, and volunteers. Manage the funds and generate the financial report and accountability. Establish the monitoring and evaluation of the project using participatory methods. Write the final report with the participants' collaboration.

Name: Jorge Diaz
Role: Wikipedia Trainer (volunteer)
Username: jdiazx
Responsibilities: Train youth volunteers to document and edit contents on Wikipedia.

Name:
Edmundo Flores
Role: Wikimedia Commons trainer and photograph (volunteer)
Username: EdmundoFlores
Responsibilities: Train volunteers to photograph artwork and different locations during photowalks and upload captured photographs to Wikimedia Commons.

Name: Anastasia Jiménez
Role: Event promotion, communications (volunteer)
Username: AnJim
Responsibilities: Promote proposed events on different social media, engage new and experienced editors, maintain communication with event participants.

24. In what ways do you think your proposal most contributes to the Movement Strategy 2030 recommendations.

Select a maximum of three options.

Here is a summary of the recommendations. Click on this link if you first want to read more about the [Movement Strategy](#).

- **Increase the Sustainability of Our Movement:** supporting and investing in people's needs, whether newcomers or long-time contributors. This involves recognizing and supporting different forms of contribution, from curating, editing, and contributing, but also significant contributions such as public policy and advocacy, capacity-building, outreach, research, organizing, and fundraising. Empower and support local groups and emerging communities and organizations to tap into existing and new ways of acquiring funds and forging partnerships.
- **Improve User Experience:** continually improve the design of our platforms to be inclusive and to enable everyone — irrespective of gender, culture, age, technological background or skills, or physical abilities — to enjoy a positive experience during both consumption and contribution to knowledge throughout the Wikimedia ecosystem. This is a shared responsibility between developers, designers, and communities and requires collective action throughout the Wikimedia ecosystem.
- **Provide for Safety and Inclusion:** promoting an inclusive, welcoming, safe, and harassment-free environment.

¹ Judges, and other contest leaders are ineligible to receive prizes. Grantees who are serving as judges may not receive gifts through funding.

- **Ensure Equity in Decision-making:** sharing accountability and responsibility as well as ensuring equitable opportunities for participation in decision-making and resource allocation.
- **Coordinate Across Stakeholders:** information exchange, learning, knowledge transfer, and networking opportunities with different stakeholders who share our vision.
- **Invest in Skills and Leadership Development:** invest to develop the technical and people skills crucial for the Movement's health and growth. These activities include diverse skills, from different forms of on-wiki participation, community outreach, volunteer management and recognition, advocacy and public policy, conflict resolution, developing partnerships, fundraising, organizational development, project management, and communication, among others.
- **Manage Internal Knowledge:** making internal knowledge easy to capture, discover, consume, and adapt by all contributors to facilitate learning and growth.
- **Identify Topics for Impact:** develop and increase access to content that has historically been left out by structures of power and privilege. Alongside this, other areas are likely to have a high impact – for instance, content on major topics regarding humanity and its future, such as the UN Sustainable Development Goals.
- **Innovate in Free Knowledge:** explore and experiment to serve the Wikimedia movement's vision to give access to the sum of human knowledge. This may include things like experimentation in new processes and tools to address gaps in knowledge equity, growth in diversity of contributors, exploring new partnerships with other free knowledge projects, amongst others innovations that contribute to the Wikimedia Movement's mission.
- **Evaluate, Iterate, and Adapt:** evaluate, monitor, analyze, and learn from our activities, based on participatory principles and processes. Results will be widely and clearly communicated.
- **I do not know:** select this option if you are not sure how this proposal contributes, given the limited knowledge of the Movement Strategy.
- **None of the above:** select this option if your proposal is not directed at contributing to any of these areas.

For our example it could be:

- Invest in Skills and Leadership Development
- Innovate in Free Knowledge

25. Please state if your organization or group has a Strategic Plan that can help us further understand your proposal.

If you like you can share your strategic plan it would be useful to further understand your work and future perspectives. You can share a final version or a draft version of a plan that is being developed. You have the upload button to do this.

Yes, if you have one but do not wish to upload it.

No

Upload strategic plan Yes, and you would like to upload it.

Learning, sharing, and evaluation

We believe that it is very important to evaluate and learn from our grant projects together. Please provide some ideas of what you want to learn and how you hope to evaluate your work. You can choose the metrics that best describe what you hope to achieve and also propose new ones if necessary. Please use our guide to see clear definitions and examples. Should you need any support, please contact us.

We have provided a list of recommended metrics based on a list of common metrics used in the Wikimedia movement. In the following questions, you will have the opportunity to suggest other quantitative and qualitative metrics if you think that they are important for your work and have not been included.

When thinking about **qualitative and quantitative metrics**, think about what data you would like to collect that would help you learn what you were intending to learn, as well as to measure the extent to which you reached your objectives and goals. It is very important to consider the time, resources, and tools available to collect this data. Please view this short tutorial on thinking about learning and evaluation and tips for establishing metrics and measuring tools. You can also sign up for our learning and evaluation office hours to get support on thinking about your strategy.

Quantitative metrics: are measures of quantities or amounts. Usually measured in numbers, percentages, etc. These metrics usually aim to collect data that can be objectively measured and with good levels of representation (capture all the data or a statistically representative sample). **Example:** # of new participants as a result of the project.

Qualitative metrics: try to measure more subjective factors such as people's behavior, attitudes or judgments, or perceptions about a subject. They are also used to further understand some of the numerical results and dig deeper to understand some of the relations between actions and results and contextual factors that may have influenced this. **Example:** Participants' perceptions about Wikimedia's welcoming environment and desire to continue participating.

Important note: If you have other evaluation frameworks, you can use these to describe your targets and indicators (such as a logical framework that organizes things in terms of outputs, outcomes, and relevant indicators please feel free to share them in the spaces provided or by uploading relevant documents).

26. What do you hope to learn from your work in this proposal?

1500 character limit

In general terms, please share the main things you would like to learn from this experience that could help you evaluate the results and also adjust and expand your work in the future. You can describe this in the way that best suits you. Here are just examples of three possible ways you can think about this question:

- You can describe these as questions that you want to ask yourself to see if you achieved the change that you were hoping to achieve.
- You can describe in detail what your evaluation plan is.

- You can describe the one main thing that is important for you, this will very much depend on the focus of your work and if you are experimenting with new approaches or issues. You can also share learning from past grant experiences.

For our example, a few learning questions may be:

- What makes participants more engaged and willing to continue participating? Especially, what makes youth from marginalised areas, that are involved in art and cultural collectives and interested in feminist and LGBTI+ issues more likely to be engaged in future?
- What activities are more effective for generating contents around these topics on each Wikimedia project?
- What are the strategies that help generate the skills needed to promote youth volunteers as organizers of future activities?

27. These core metrics will not tell all the story about your work, but they are important for measuring some Movement-wide changes. Please use these core metrics and describe what you hope to achieve and setting a target, preferably in numbers.

For Content contributions, please disaggregate per Wikimedia project. If the metrics are not relevant to your proposal please explain in the space provided.

Please use these definitions as references.

Glossary of terms:

- **Contributor:** anyone who directly leaves a positive mark on the Wikimedia movement. Whilst contributors can include a very broad range of people and roles, we recommend you use these categories in your proposal.
 - **Participants:** individuals who attend or benefit from the proposal's activities, either in person (offline) or virtually (online). They can participate in several ways, it does not only include people editing Wikimedia projects. It does not include social media followers, donors, or others not participating directly. If possible and relevant for your work we encourage disaggregating by:
 - **New participant:** first time participating in Wikimedia events.
 - **Returning participant:** participant that has participated in Wikimedia events in other projects or activities.
 - **Editors:** people who edit Wikimedia projects, creating or improving content as a result of grantee activities). If possible and relevant for your work we encourage disaggregating by:
 - **Newly Registered Users (new editors):** The number of participants that create new accounts on a Wikimedia project as part of the proposal's activities.
 - **Returning editors:** Editors that are already registered before the project activities, but participate in editing activities associated with the project.
 - **Organizers:** people that make sure that activities can be implemented by providing the necessary time, support, and knowledge. This definition includes persons involved in implementing activities such as planners, coordinators,

trainers, teachers, outreach liaisons, advisors, facilitators, publicity leaders, speakers, etc. Organizers can be volunteers or paid staff. We highly recommend you read this document about [Movement Organizers](#) to understand the roles and challenges of organizers within the Movement.

- **New content contributions per Wikimedia project:** contents created or improved. To define this metric, a "content page" is a page in the Main namespace (namespace 0), except on Commons where a "content page" refers only to pages in the File namespace (namespace 6). Example: created 4 Wikipedia articles, improved 12 Wikipedia articles, uploaded 4 images to Commons, and added properties to 18 items on Wikidata. Please see table 1 below for content breakdown references per project.
- **Retention:** This is a complex term to define, given the wider variety of grantee activities and volunteering cycles. Volunteers can actively return every year, for instance in campaigns, or be active on and offline monthly. Also, for many grantees, it is difficult to trace retention of several volunteers when their activities are not online, editing, but helping in other activities such as sharing information through social media, carrying out outreach strategies to potential partners, creating awareness of Wikimedia through local communities and networks, amongst other activities that may be less tangible. However, it is important to think about continued participation or retention, as an indicator relating to community growth and sustainability. We recommend that grantee partners think of ways that they can define and measure retention. Here are some examples:
 - Volunteer organizers that were active in at least one activity on or offline every month
 - Volunteer organizers that had been active in previous years' activities and were returning
 - **Editor retention:** people who made at least one edit in their first 30 days, the proportion who also edited during their second 30 days. This is a Wikimedia Foundation definition that may be taken into account if relevant to your work and you can measure this.

For our Wikimedia Antarctica example:

[a. # participants](#)

The number of participants in all activities: 50 particularly female and LGBTI+ artists from the Rising Sun Community. Of these, our target is that 40 will be new participants.

Metric Description

Target

50

[b. # of editors](#)

The number of editors in all activities: 30 particularly female and LGBTI+ artists from the Rising Sun Community. Of these, our target is that 20 will be new editors.

Metric Description

Target

30

[c. # of organizers](#)

The number of organizers in all activities: 8
Of these, our target is that 3 will be new organizers that will help plan new edit-a-thons, mentor new editors and organize other offline meetups. 5 will be existing Wikimedia Antarctica volunteer organizers.

Metric Description

Target

8

[d. # of new content contributions per Wikimedia project](#)

Project Name

Wikipedia

50 new articles created for Antarctica Wikipedia.

Metric Description

Target

50

▼ **Open to enter additional core metrics**

Project Name (2)

Wikimedia Commons

Metric Description (2)

50 images uploaded to Wikimedia commons

Target (2)

50

Table 1: Guide to content type per Wikimedia project

| # Content type by individual Wikimedia project | |
|---|---|
| Wikipedia → encyclopedia | Articles: Articles (namespace name=0 and database_group = 'wikipedia') created or improved |
| Wiktionary → Dictionary and thesaurus | Entries created or improved |
| Wikimedia Commons → media repository | Files uploaded |
| Wikinews → news | Articles created or improved |
| Wikiquote → collection of quotations | Pages created or improved |
| Wikidata → knowledge database | Items created or improved |
| Wikivoyage → travel guide | Articles created or improved |
| Wikisource → library | Pages/Books created or improved |
| Wikispecies → directory of species | Pages created or improved |
| Wikiversity → learning resources | Pages created or improved |
| Wikibooks → textbooks collection | Proofreading, reviewing, publishing, improving books |
| Incubator → language versions in development | Content units created or improved Depends on the type of project in the incubator - any of the above |

Important note: Here is a brief definition of each of the core metrics provided in the list of existing tools that are commonly used and developed by grantees, but by no means are standardized or ideal to cover all needs, as each has some limitations. The Wikimedia Foundation is working at defining the need for developing better and more holistic tools to facilitate grantees' work. Any feedback you may have on this issue please contact us.

Table 2: Guide to core metrics and recommend tools

| Core metrics | Recommended tools |
|----------------------------|---|
| Number (#) of participants | <p>Main:</p> <ol style="list-style-type: none"> 1. Programs & Events Dashboard (Guideline on how to use) Commonly used for editathons, campaigns, individual projects, etc. Provides an easy way to organize groups of editors who are working on common projects, and to keep track of what they are |

| | |
|---|---|
| | <p>doing and what they've contributed. Good for new edit events, it has some limitations in terms of design and for more experienced editors.</p> <p>2. Event Metrics (Guideline on how to use) Enables organizers of events like editathons and content drives to get metrics about those events to understand and demonstrate the scale and impact of their contributions. Wikimedia grantees can use the program to provide grant documentation. Event Metrics works with the following projects: Wikipedias, Wikivoyages, Wiktionaries, Commons, and Wikidata.</p> <p>Other tools: Wikimedia Hashtags tool: Guideline on how to use Built by volunteers. Most accurate tool for working with experienced editors involved in lots of different editing activities. Doesn't support new articles/ images/ items or edits on Wikidata.</p> <p>Wiki Loves Competitions Tools: tracks Categories on Commons to produce various statistical data sets.</p> |
| Number (#) of editors | <p>Programs & Events Dashboard Event Metrics</p> |
| Number (#) of organizers | <p>Most organizers count this manually. Include anyone involved in planning or facilitating communications or implementation of the activity.</p> <p>If using the Programs and Events Dashboard, make sure to add all user names of organizers to the event.</p> |
| Number (#) of new content contributions per Wikimedia project | <p>Programs & Events Dashboard</p> <p>Other tools: Event Metrics Wikimedia Hashtags tool Wiki Loves Competitions Tools</p> |

27.1 If for some reason your proposal will not measure these core metrics please provide an explanation. If needed, you can also use this space to make any additional comments or observations about these core metrics.

28. In addition to those core metrics, please choose metrics from the list below that are most relevant to the work you intend to do.

(Optional question).

Here is a list of additional metrics that may be relevant to your work. Feel free to select those that are relevant or include others. For these metrics, there are less commonly used tools, and some of the data require qualitative tools. If it is of interest to you, the Community Resources

team can offer guidance and support to develop these plans and tools with you.

For our example:

▼ **Open to enter additional metrics**

Enter a description of the metric and a number in the target field. If the metric does not apply to you, enter N/A for not applicable.

a. # of editors that continue to participate/retained after activities

Metric Description

Participants that registered as new users that continue to edit one month after the activities take place.

Target

b. # of organizers that continue to participate/retained after activities

Metric Description

New organisers from the Rising Sun Community that were trained during the proposal and that show interest in organising new activities and are actively participating on offline meet ups to plan this.

Target

c. # of strategic partnerships that contribute to longer term growth, diversity and sustainability

Metric Description

Signed partnerships with cultural and activist NGOs in the Rising Sun Community and working on a national level. These partnerships are strategic because they will connect with local issues and organised groups, as well as contribute to thinking about how to foster an emerging Wikimedia community in the Rising Sun community and network with public and private partners developing projects connected to the free knowledge movement.

Target

d. Feedback from participants on effective strategies for attracting and retaining contributors

Metric Description

Participants feedback on factors that were important in allowing them to participate in the activities and encouraging them to continue to edit or organise afterwards. 8 participants interview, 5 editors, (3 that continued and 2 that did not continue) and the 3 organisers, 2 that continued and 1 that didn't. We hope to register the strategies that were most effective and learn from existing barriers or strategies to better engage participants.

Target

8

In the application format you will fill in each field and once you save the form you will view it in a table format, as seen in the example below.

| Core Metrics | Metrics Description | Target |
|--|--|--------|
| # participants | The number of participants in all activities: 50 particularly female and LGBTI+ artists from the Rising Sun Community. Of these, our target is that 40 will be new participants. | 50 |
| # of editors | The number of editors in all activities: 30 particularly female and LGBTI+ artists from the Rising Sun Community. Of these, our target is that 20 will be new editors. | 30 |
| # of organizers | The number of organizers in all activities: 8 Of these, our target is that 3 will be new organizers that will help plan new edit-a-thons, mentor new editors and organize other offline meetups. 5 will be existing Wikimedia Antarctica volunteer organizers. | 8 |
| # of new content contributions per Wikimedia project | Wikipedia 50 new articles created for Antarctica Wikipedia. | 50 |
| # of new content contributions per Wikimedia project (2) | Wikimedia Commons 50 images uploaded to Wikimedia commons | 50 |

Table 3: Guide to additional metrics and possible tools

| Additional metrics | Possible measurement tools |
|--|---|
| # of editors that continue to participate/retained after activities | <p>If you do not have a tool or project cycle long enough for capturing this data, if you provide the correct usernames for all editors and Community Resources team may provide some assistance with this analysis in collaboration with the Product Analytics department.</p> <p>The Outreach Dashboard and Event metrics and both can provide information about edit retention: * Outreach Dashboard - you can see this number when downloading the overview data. * Even metrics - you can see "retention after 7 days of the event" on the summary page.</p> |
| # of organizers that continue to participate/retained after activities | <p>No standard tools, this will depend on how you define retention according to your project cycles and your capacity to register the off and online activity of each organizer.</p> <p>If the project involves a small number of organizers this could be done through a short survey that not only asks about continued</p> |

| | |
|--|--|
| | <p>participation but also levels of engagement and potential growth. The Community Resources team can work with you to provide some tools to develop these.</p> |
| <p># of strategic partnerships that contribute to long term growth, diversity, and sustainability</p> | <p>The idea is to not only give the number of partnerships and types of partners but also describe why they are considered strategic because they contribute to your wider goals and because there may be possibilities for longer-term collaboration.</p> <p>Possible tools: # of agreements or joints actions carried out</p> |
| <p>Feedback from participants on effective strategies for attracting and retaining contributors</p> | <p>Could be a survey, interviews, or focus groups.</p> <p>For those interested in this qualitative training the Community Resources team can provide guidelines, tools, and support.</p> |
| <p>Diversity of participants brought in by grantees</p> | <p>Possible options:</p> <ul style="list-style-type: none"> • Ask participants if they would agree to provide this information when registering. • If participants prefer to protect their privacy, another option would be to gather qualitative data on participants' diversity in terms of demographics. This can be done through selected interviews, observation, or focus groups. For those interested in this qualitative training the Community Resources team can provide guidelines, tools, and support. |
| <p>Number (#) of people reached through social media publications</p> | <p>Grantees can use several social media analysis tools to do this. The number of people reached can be in various forms, such as # of new visualizations (views), # of new followers, or # of engagements (likes, comments, etc). When reporting it is important to describe what specific metric is being used and this should be for publications related to the work developed within the proposal.</p> |
| <p>Number (#) of activities developed</p> | <p>Activities include all the activities mentioned in the proposal. These can be registered in several ways within each grantee's project monitoring tools. If you would like to see some examples, please reach out to the Community Resources team.</p> |
| <p>Number (#) of Volunteer hours</p> | <p>The number of hours of volunteering developed by different types of contributors (editors, organizers, or other volunteering activities). These can be registered in several ways within each grantee's project monitoring tools. If you would like to see some examples, please reach out to the Community Resources team.</p> |

29. What other information will you be collecting to learn about the impacts of your activities? 1500 characters max. This answer is optional

Please provide any other aspects you would like to learn about the impact of your work, this can be across the whole proposal or specific to any strategy or program. You can suggest other metrics or key questions. You can also mention where you would like any support or

guidance or may find difficulties in collecting the quantitative or qualitative data you would like to measure.

For our Antarctica “The New Rising Sun Generation” example:

We would like to know how participants perceived Wikimedia as a platform for their activism and how interested they would be in organizing a community and receive training and support form other Wikimedia communities. We would like to support the Community Resources team support to collect qualitative interviews and survey data on diversity and perception.

30. What tools would you use to measure each metric selected?

You can also write that you are not sure and need support.

For each metric selected, please describe the tools or methods you will use to collect that information or data Please use the table below as a guide of tools currently used by many communities. However, you can also propose other methods and tools. If you do not know any tools or how to collect the information, please mention this so that we can provide the necessary support and training.

Please see **Tables 2, 3 & 4** for guidance on the main tools and recommendations.

Table 4: Guide to additional tools

| Tools | Most common uses |
|---|--|
| Fountain tool General information Guideline on how to use | Used for some of the biggest editing events (Wikipedia Asian Month) and regions (Asia and CEE) Designed for competitions with experienced editors |
| On-wiki project page (including custom tracking by tools like Bots) | |
| Wikisource Contest Tool Guideline on how to use | Tool for Wikisource proofreading contests During a contest, people can help proofread and validate book pages on Wikisources. |
| Montage For more information | Photo evaluation tool for Wiki Loves competitions. It offers a flexible round-based workflow that is configurable to contests of all sizes. |
| ISA tool | ISA is a fun, multilingual, mobile-first tool that |

| | |
|-------------------------|--|
| <u>Guideline to use</u> | makes it easy for people to add "micro contributions" in the form of structured data to images on Wikimedia Commons that have been added by Wiki Loves competitions. |
| <u>Quarry</u> | Allows running SQL queries against Wikipedia and other Wikimedia projects. May be also used to count the edits of Wikimedia projects, like Wikisource (example). |

31. How do you hope to share these results so that others can learn from them?

You can select multiple options

Learning from our movement and sharing knowledge is an important part of supporting current and future volunteers and organizers. Please think about ways in which you would like to contribute by sharing your experience and learning by selecting from the list provided. Sharing what you have learned in your project is highly encouraged, but it is not obligatory and your funding will not depend on this.

If you feel that you do not have the capacity or resources to share your experience, you can request support and talk to the Community Resources team. The Community Resources team will also support training workshops and one on one peer sharing initiatives, offering help to connect grantees and support the session structure.

- Create a video of our experience
- Make a short presentation of the experience
- Create a training workshop to show others what we learned
- Share results on social media
- Share results with our communities
- Participate in one on one peer sharing sessions with other grantees
- Develop learning material for other users
- Share it on [Meta-Wiki](#). For more information click on the link.
- I would like to receive support from the Foundation to discover how I can share my learning
- Other

Financial proposal

32. What is the amount you are requesting from WMF?

Please provide this amount in your local currency. If you are thinking about a multi-year fund, please provide the amount for the first year.

32a. What is this amount in US Currency (to the best of your knowledge)?

Please provide the amount in US dollars using the conversation rates that you generally use in your work. We recommend using [oanda.com](#).

33. Select Currency (local)

Select from the list of currencies

34. Do you want to apply for multi-year funding?

Yes

No

34a. If you have calculated it, please provide an estimate of the year 2 or year 3 request.

You can state this by providing a value per year or percentage increase.

500 character limit

35. Please provide a budget for the amount of funding requested.

You can use this space to describe your expenses in the level of detail that you think is important to fully understand your financial needs and expenses. Alternatively, you can upload your budget as an additional document. We recommend using [this template](#). If you use the template, please remember to make a copy of the sheets to work on your budget and give us access to it in Google Sheets once you have uploaded it here. You can also modify your copied version of the template according to the level of detail you think is necessary to provide. You are free to use any other budget formats too. 1000 character max

36. Please upload the budget for the amount of funding requested.

37. What do you do to make sure there is a good management of funds?

1000 character max

We are interested in hearing more about your governance, organizational capacities, and processes to make sure there is good management of funds and accountability.

38. How will you contribute towards creating a supportive environment for participants using the UCOC and Friendly Space Policy?

1000 characters max

Last, but most importantly, these are two key missional policies that seek to guarantee positive and collaborative dynamics within the Wikimedia movement and positive, safe, and healthy environments for anyone who joins (and wants to join), free from harassment and prejudice. Please take some time to go over them and think about how you are hoping to contribute towards them with your work in this proposal.

39. I verify I have reviewed or added my banking information.

40. I have read the WMF Friendly Space Policy and Universal Code of Conduct

Please make sure to read these documents and reflect on how your work is going to contribute to them. By submitting your proposal/funding request you agree that you agree with the [Grant Application Privacy Statement](#), [WMF Friendly Space Policy](#), and the [Universal Code of Conduct](#).

Thank you for your time and your ideas. We will be sharing feedback on your application.