



## GENERAL SUPPORT FUNDS

Application form

All questions in **bold** are required. We encourage applicants to prepare their proposals offline by downloading the General Support Fund guide [here](#) (also available in **Spanish, Portuguese, French, Arabic, Russian, Mandarin Chinese, and German**).

You can copy this document to work on your application before uploading it online on the Wikimedia Funds portal on Fluxx: <https://wmf.fluxx.io/>

Note: 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.

### Brief instructions

We have created a [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 help! If you need any support or have any questions please [email us](#).

#### **Introduction:**

Welcome to our application form. Before filling out the form, think about the vision and values that define the Wikimedia Movement and what we look for in our grants. Consider how your proposal fits into this and how you will help build this. 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 communities of contributors should be as diverse, inclusive, and accessible as possible. We want these communities to be positive, safe, and healthy environments 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.

## Eligibility Section

Before answering this question, please check the [Eligibility requirements](#).

### A. Are you applying as a(n)

- Group of individuals not registered with an organization
- Individual
- Wikimedia Affiliate (chapter, thematic org., or user group)
- Nonprofit organization with Wikimedia mission

### B. Full name of the individual presenting the proposal

1. B. Full name of organization presenting the proposal [Add New](#)
2. Main Office/Satellite
3. Primary Contact
4. Primary Signatory
5. Secondary Contact
6. Secondary Signatory

### C. Contact email for this proposal

**D. Please provide the contact details of a secondary contact (name and email address). *If this proposal requires a co-signatory please provide this contact.***

**E. Do you have an account on a Wikimedia project?**    No    Yes

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

**G. Have you received grants from the Wikimedia Foundation before?**

- Applied previously and did not receive a grant
- Applied previously and did receive a grant
- Did not apply previously

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

- No
- Yes

## Additional Information

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1. Do you have a **fiscal sponsor**?

- Yes
- No

2. If you would like, please share any websites or social media accounts that your group or organization has. (optional) *500 character limit*

3. Are you legally registered?

- Yes
- No

4. What is your organization or group's mission?*500 characters limit*

## Grant Proposal

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5. Please state the title of your proposal. *Max 500 characters.*

6. Please state the proposed start date

7. Please state the proposed end date

8. Where will this proposal be implemented?

9. Indicate if it is a local, international, or regional proposal and if it involves several countries? (optional)

- Local
- Regional
- International

10. What are the main challenges you are trying to solve and your proposed solution? *2500 character limit*

11. What is the main objective of your proposal? *500 character limit*

12. Describe your main strategies to achieve this objective and the activities you will be developed as part of these strategies. *2500 character limit.* Please refer to the [guide](#) for definitions and examples.

13. Please state if you will be carrying out any of these activities within your programs? Select all that apply.

- Organizing

- Meet-up online
- Organizing
- Meet-up offline
- Workshops
- Edit-A-Thons
- Train-the-Trainer
- Photowalk WikiCamp
- Contest
- Wikimedian-in-Residence
- Photo/Media campaign
- Wiki Loves campaign
- WikiTown Conference/Event
- Organizing Media outreach campaign
- Central organizing for movement campaign
- Other Not applicable

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

- Yes
- No

**15. Please state if your proposal aims to work to bridge any of the identified content knowledge gaps? Select all that apply.** Please refer to the [guide](#) for definitions and examples.

- Content Gender gap
- Age (regency)
- Geography
- Language
- Socioeconomic Status
- Sexual Orientation
- Important Topics (topics considered to be of impact or important in the specific context)
- Cultural background, ethnicity, religion, racial
- Not applicable

Please refer to the [guide](#) for definitions and examples.

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

- Education
- Advocacy
- Human Rights
- Public Policy

- Climate Change and sustainability
- Culture, heritage or GLAM
- Open Technology
- Diversity
- Other
- Not applicable

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.

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

- Gender Identity
- Sexual Orientation
- Geographic
- Ethnic/racial/religious or cultural background
- Disabilities
- Linguistic / Language
- Socioeconomic status
- Age
- Digital Access
- Not applicable

**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 word limit***

**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***

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

- Yes
- No

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*

**23. Do you have the team that is needed to implement this proposal? *Please list the team and their roles. Also mention vacant positions or advisors to the proposal. If any of the team members have Wikimedia usernames please provide these.***  
***2000 character limit***

**24. In what ways do you think your proposal most contributes to the Movement Strategy 2030 recommendations. Select a maximum of three options that most apply.**

- Increase the Sustainability of Our Movement
- Improve User Experience
- Provide for Safety and Inclusion
- Ensure Equity in Decision-making
- Coordinate Across Stakeholders
- Invest in Skills and Leadership Development
- Manage Internal Knowledge
- Identify Topics for Impact
- Innovate in Free Knowledge
- Evaluate, Iterate, and Adapt
- I do not know
- None of the above

25. Please state if your organization or group has a Strategic Plan that can help us further understand your proposal. You can also upload it here. (optional)

- No
- Yes
- 

Upload Strategic Plan  Upload Documents

## 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. During the discussion and feedback of this proposal, we will work with you to define this in more detail and so that it is useful for our joint learning.

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

Describe 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 a way, and with the level of detail, that best suits you. For example, you can list the questions that you want to ask yourself to see if you achieved the change that you were hoping to achieve or describe the one main thing that is important for you to learn. 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 or describe your evaluation plan in more detail.

#### **1500 character limit**

Characters left for field: 1500

### 27. Core Metrics

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 definitely not relevant to your proposal please provide an explanation in the space provided.

Please use these definitions as references. For further orientation on metrics, tools, and definitions, refer to the [guide](#).

- Participants (individuals who attend or benefit from the proposal's activities, either in person or virtually. Does not include social media followers, donors, or others not participating directly).
- Editors (people who edit Wikimedia projects, creating or improving content as a result of grantee activities).
- Organizers (people that make sure that activities can be implemented by providing the necessary time, support, and knowledge - such as coordinators, trainers, facilitators, etc.).
- New content contributions per Wikimedia project (contents created or improved).

## Open to enter core metrics

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When you save your application form on Fluxx you will be able to see the summary of your metrics in a table format.

**a. # participants** individuals who attend or benefit from the proposal's activities, either in person (offline) or virtually (online). They can participate in a number of 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.

Metric Description:

Use this space to describe your metric in more detail if necessary. For instance, you can describe the target participants in more detail or state if there are different targets per type of participant or for each strategy, program, or activity.

Target: In number write the total number of participants.

**b. # 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 or Returning editors: Editors that are already registered prior to the project activities but participate in editing activities associated with the project.

Metric Description:

Use this space to describe your metric in more detail if necessary. For instance, you can describe the target editors in more detail or state if there are different targets for new and returning edits or for each strategy, program, or activity.

Target: In number write the total number of editors.

**b. # 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.

Metric Description: Use this space to describe your metric in more detail if necessary. For instance, you can describe the target organizers in more detail or state if there are different targets for different types of organizers according to their online and offline roles, or for each strategy, program, or activity.

Target: In number write the total number of organizers.

You have the option to write your target for 5 different types of Wikimedia projects. If you hope to contribute to more projects within a single proposal please use question 27.1 to describe this in further detail.



#### d. # of new content contributions per Wikimedia project

Project Name. Select the Wikimedia project you hope to contribute content to. See the table below as a reference for each Wikimedia project and the content type.

Metric Description: Here you can provide any further details regarding the content type. Here you can disaggregate your targets if needed. For instance: Number of articles improved and Number of articles created.

Target. Write the total number of contents for this Wikimedia project.

27a. 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. **1000 character limit**

#### 28. Additional Metrics (optional)

In addition to those core metrics, feel free to choose any metrics from the list of **additional metrics** that may be relevant to the work you intend to do. Please select any that apply, if they do not apply you can just leave the spaces blank.

Please see our [guide](#) for definitions of each of these metrics and recommendations. It is particularly important to review the available tools to capture this data in table 3 of the guide. If it is of interest to you, the Community Resources team can offer guidance and support to develop these learning and evaluation plans and tools with you.

For all the relevant metrics, provide the metric description and target. Use the metric description space to provide details of how you hope to collect this data.

- # of editors that continue to participate/retained after activities: please see possible ways of defining and measuring retention in the guide.
- # of organizers that continue to participate/retained after activities: please see possible ways of defining and measuring retention in the guide.
- # of strategic partnerships that contribute to longer-term growth, diversity, and sustainability: beyond the number of partnership agreements, if you haven't already done so in your proposal, please describe why they are considered strategic because they contribute to your wider goals and because there may be possibilities for longer-term collaboration.
- Feedback from participants on effective strategies for attracting and retaining contributors: Could be a survey, interviews, or focus groups. For those interested in this qualitative training the Community Resources team can provide guidelines, tools, and support.
- Diversity of participants brought in by grantees: possible options to measure this: 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.

- # of people reached through social media publications: 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). 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.
- # of activities developed: Activities include all the activities mentioned in the proposal. These can be registered in several ways within each grantee's project monitoring tools.
- # of volunteer hours: 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.
- Other

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

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

30. What tools would you use to measure each metric selected? *Please refer to the [guide](#) for a list of tools. You can also write that you are not sure and need support.*  
500 character limit

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

- 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

- I would like to receive support from the Foundation to discover how I can share my learning
- Other

## Financial Proposal

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**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)?**

**33. Local Currency Type**

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

- No
- Yes

**35. Please share your budget for this proposal.**

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? (optional) *1000 character max*

**38. How will you contribute towards creating a supportive environment for participants using the UCOC and Friendly Space Policy? *1000 characters max***

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

## Final Message

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By submitting your proposal/funding request you agree that you are in agreement with the [Application Privacy Statement](#), WMF Friendly Space Policy, and the Universal Code of Conduct.

**40. I have read the Application Privacy Statement, WMF Friend Space Policy, and Universal Code of Conduct.**