Back in January 2001, few people could have imagined the extraordinary impact of what was then just a tiny project driven by a big idea. But ten years later, we find ourselves at the center of a free knowledge movement built around our flagship project, Wikipedia, which has become the most important collaboratively created repository of knowledge in history.

Today, Wikimedia volunteers around the world work in more than 280 languages to document the stories of their communities and cultures, past and present. During 2011, for example, hundreds of volunteers contributed to the articles on the Arab Spring rebellions, capturing one of the major stories of our time as it unfolded.

The Wikimedia Foundation is part of a broad global network of individuals, organizations, chapters, clubs and communities who together work to create Wikipedia, the most powerful example of volunteer collaboration and open content sharing in the world today. In 2010–11, the bulk of the Foundation’s spending was focused towards putting in place solid technical and organizational infrastructure. In 2011–12, the majority of spending goes towards growing, strengthening and increasing the diversity of the editing community, simplifying our wiki-editing interface, making investments to grow the projects’ readers and editors in key geographic areas such as India, Brazil and the Middle East and North Africa, and improving our presence on mobile devices.

Over the past year, more than 500,000 people donated to the Wikimedia Foundation, giving us more than $23 million USD. Thank you for your incredible generosity, and for your outpouring of support and love for Wikipedia and its sister projects, enabling the work of nearly 100,000 active editors. We owe you a huge debt of gratitude.

The Wikimedia Foundation especially wants to thank the editing community. Your work is essential, and it is what donors are enjoying and supporting: thank you for everything you do. A big thanks as well to the Wikimedia Foundation Board of Trustees and Advisory Board, and a warm welcome to our new Advisory Board members Veronique Kessler and Jessamyn West.

Sincerely,
Sue Gardner, Executive Director
Ting Chen, Chair, Wikimedia Foundation Board of Trustees
Wikimania 2010

Wikimedians converge in the birthplace of Solidarnosc

The sixth annual Wikimania, the global conference of Wikimedians, took place in the Baltic Philharmonic in Gdansk. Poland succeeded Argentina and Egypt, the hosting countries in the previous two years. During three days, Wikimedians got together to celebrate the free knowledge movement, to meet their collaborators in their year-round online work on Wikipedia and its sister projects, and to share insights informing the continuing evolution of the projects. Foundation travel scholarships enabled Wikimedians from 39 countries to participate.

On the conference T-shirts, the motto “Free Knowledge in the City of Freedom” tied Wikimedia values to the history of Gdansk, where the Solidarnosc movement had defied communist rulers in the 1980s — led by Lech Walesa, who sent his greetings to Wikimania attendees, noting that he was a frequent user of Wikipedia.

Nobel Peace Prize Winner and former President of Poland, Lech Walesa, a frequent Wikipedia user, sent his greetings to this year’s Wikimania gathering.

The Polish Baltic F. Chopin Philharmonic in Gdansk was founded in 1945 as the Gdansk Symphony Orchestra. Its building on the Olowianka island hosted Wikimania 2010.
governance
and chapters

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Wikimedia chapters

During 2010–11, Wikimedia’s network of volunteer-driven international chapters grew from 30 to 35. Wikimedia’s chapters, which are independent from the Wikimedia Foundation, are made up of local members and directors, and in some cases employees. They focus on region-specific work. Typically, that work includes building awareness of Wikimedia projects, handling media inquiries, staging public outreach events, and forming partnerships with local educational and cultural organizations.

Chapters as of November 2011
AR Wikimedia Argentina
AT Wikimedia Österreich (Austria)
AU Wikimedia Australia
BD Wikimedia Bangladesh
CA Wikimedia Canada
CH Wikimedia CH (Switzerland)
CL Wikimedia Chile
CZ Wikimedia Česká republika (Czech Republic)
DE Wikimedia Deutschland (Germany)
DK Wikimedia Danmark (Denmark)
EE Wikimedia Eesti (Estonia)
ES Wikimedia España (Spain)
FI Wikimedia Suomi (Finland)
FR Wikimédia France
GB Wikimedia UK (United Kingdom)
HK 香港維基媒體協會 (Hong Kong)
HU Wikimedia Magyarország (Hungary)
ID Wikimedia Indonesia
IL ויקימדיה-ישראל (Israel)
IN Wikimedia India
IT Wikimedia Italia (Italy)
MK Викимедија Македонија (Macedonia)
MO Wikimedia Macau
MX Wikimedia México
NL Wikimedia Nederland (Netherlands)
NO Wikimedia Norge (Norway)
PH Wikimedia Philippines
PL Wikimedia Polska (Poland)
PT Wikimedia Portugal
RS Викимедија Србије (Serbia)
RU Викимедиа РУ (Russia)
SE Wikimedia Sverige (Sweden)
TW 中華民國維基媒體協會 (Taiwan)
UA Вікімедія Україна (Ukraine)
US DC Wikimedia District of Columbia
US NYC Wikimedia New York City
VE Wikimedia Venezuela
ZA Wikimedia South Africa
contributors

$1 million +
Alfred P. Sloan Foundation
Stanton Foundation
Anonymous

$100,000 – $999,999
The Brin Wojcicki Foundation
David and Jamie Cummings
The Ford Foundation
The William and Flora Hewlett Foundation
Omidyar Network
The James and Angela Thompson Foundation

$25,000 – $99,999
The Craigslist Charitable Foundation Matching Gifts Program
The Microsoft Matching Gifts Program
The Amont Foundation, Inc.
The Huber Gift Fund
The Highland Vineyard Foundation
Hiromasa Nagase
Holger Madsen
The Houser Foundation
Howard Ahmanson
The HP Company Foundation Matching Gifts Program
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James McClave
James O’Shaughnessy
James Ward
Janet DeNicola
Jaroslav Verchikowski
Jawaad Mahmood
Jay Flatland
The Jeff and Linda Hendricks Family Foundation
Jeffrey Feddersen
Jeffrey Krug
Jeffrey Lamkin
Jelly Vision Inc.
Jennifer King

$1,000 – $4,999
Aaia Nugent
Aase Lindahl
Abdul Bin laden
Abdulla Al-Thani
Abdulmajeed Alshatti
The Academy Place Foundation
Adam Fila
The Adam J. Weissman Foundation
Adobe Matching Gifts Program
Ajay Goel
Akash Jain
Alan Dunn
Alan Gorenberg
Alan Weiner
Albert James Hudspeth
Albert Shahgian
Alex Blavatnik
Alex Hsu
Alex Poon
Alexander Polsky
Alexander Rousmaniere
Alfred Zimmermann
Alisa Oleary
Alistair Woodman
Allan Stephan
The Amont Foundation, Inc.
Andrew Hillstrom
Andrew Kraft
Angela K. Hodge
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Anna Wodynski
Anup Mantri
Arthur Hunter
Aspera, Inc.
Ayo Charitable Foundation
B. S. Ramamurti
Beachamp Place Communications Inc.
The Behemoth
The Bell Family Foundation
The Belmonte Foundation
The Ben Williams Fund
Bernhard Halim
Bernhard Friess
Betty Gerlack
BiblioLabs, LLC

$5,000 – $24,999
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J. Willis Jarvis
Jeff Hartline
Jeffrey Dauber
Jeffrey Weber
Jeremy Collier
John Baldridge
John Doerr
John Little
Kaz Foundation for Social Advancement
Kevin O’Shea
Kevin Shepherd
The King and Linda Won Family Fund
Laurent Diron
Leon David Michaud
Liam Connell
The Madan Family Gift Fund
The Marc Haas Foundation
Marco Teubner
Margo Seltzer and Keith Bostic
Mattias Söderhielm
Mehrdad Golabgir
The Microsoft Matching Gifts Program
Milonja Bjelic
Neil Riordan
The Nora Roberts Foundation
Paul Spraoas
Peter Macaulay
Purnendu Ojha
Ron Unz
Ruslan Panasovskiy
The Ruth and David Levine Charitable Fund
Sarah Wesley
Sean Lennon
Shabbir Moosabhoi
Shvat Shaked
The Sigrid Rausing Trust
The Skowronski Family Foundation
Srinivasan Krishnan
Stephen B. Ippolito
Susan Petersmeyer
Tripling Elephants
Anonymous (4)

$1,000 – $4,999
Bill McCune
Boris Kontsevoi
Brad Wilson
Bradford Sherburne
Brandon Kopetzky
Brian Burnim
Brian McInnis
Brian Potter
Brian White
The Bristol-Myers Squibb Foundation Matching Gifts Program
The Brooks Family Foundation
Burada Julian
Burt Cutler
The Caithness Foundation
Carla Flourney
Caroline Hu
Catherine L. Leung
The Caithness Foundation
The Coleman Foundation
The CYLA Charitable Fund
Cynthia Boyd
Dalibor Antonic
Dave McComb
David Araz
David Brauer
David Bunton
David Bydeley
David Cline
David Dacus
David Fischer
David Harris
David Hitch
David Humm
David K. Donald
The David L. and Marilyn S. Wenner Fund
David Peltz
David S. Starr
Derrick Strickland
The Dillon Fund
Dimitrios Stakos
Dirk Franke
Djordje Jankovic
Dmitry Sagalovskiy
Domas Mituzas
Don Garrett
Don Husby
Don and Jill Knuth
Don Melton
Donald Jaycox
Doron Daveed Ben-Avi
Doug Jaffe
The Douglas B. Marshall, Jr. Family Foundation
Douglass Durst
Douglas Ferguson
Drew Perkins
The Drexler Estate Fund
Dustin Frazier
Dylan Parker
Earl Hemphill
Eben Moglen
Edna Sugihara
The Elbrun and Peter Kimmelman Family Foundation, Inc.
Elecia White
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Emil Biendera
Emmanuel Balseca
Eric Lee
Eric Stokes
Eric Yao
Erich Hoop
Ethel W. Moore
Florin Miron
Francisco Sampaio
Francois Delori
Frank Bruckhorst
Frank Rothacker
Franz Heinsen
Franziska Bodmer Mancia
Fred Hipp
Frost Bank
Gabe Newell
Gavin Moodie
The Geisel Family Foundation
George T. Anagnost
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Graeme Birchall
The Graham Weston Gift Fund
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Greg Grass
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Greg and Liz Lutz
Gregory Richards
H.M. Koo
Heather Bendler
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The HP Company Foundation Matching Gifts Program
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Jawaad Mahmood
Jay Flatland
The Jeff and Linda Hendricks Family Foundation
Jeffrey Feddersen
Jeffrey Krug
Jeffrey Lamkin
Jelly Vision Inc.
Jennifer King
The Wikimedia Foundation benefits from its unique global community of volunteer editors and financial contributors. We thrive due to the vital support we receive from this community, which in 2010–11 made over 155 million edits and over 500,000 financial contributions. Going forward, we intend to continue to serve this worldwide community with every resource at our command.
The Wikimedia Foundation continues to enjoy a stable base of revenue, stemming largely from its annual community giving campaign. In 2010–11, we doubled the number of small donors to over 500,000 individuals from all over the world.

Now in the second year of our five-year strategic plan, we are hiring new staff members, increasing the capacity of our server network to deliver Wikipedia and our other projects to the world, and intensifying our efforts to expand the reach of our projects in the Global South through on-the-ground initiatives.

44%
**Maintaining our site and improving our software**
Operations and engineering, purchasing servers, maintaining and improving our data center, internet hosting, and software development and product engineering. **$8,869,675**

12%
**Expanding our global reach**
Improving access to Wikipedia on mobile devices in the global south, public and education outreach, support and grants for our global chapters. **$2,388,698**

9%
**Direct support to our volunteer community**
Researching community activity trends, increasing editor retention and recruitment, improving new technologies to help project editors. **$1,889,084**

11%
**Fundraising**
Planning and development of our annual giving campaign, global payment collection fees (including paypal and other fees). **$2,142,217**

6%
**Board of Trustees administration and special projects**
Travel and professional development for our governing Board, as well as special research projects and initiatives to support the Wikimedia community. **$1,172,654**

18%
**Administration**
Benefits and related administration costs for Foundation staff, capital expenses, leases, training, travel, and other costs. **$3,636,236**

Total cash expenditures, including all capital purchases. **$20,098,564**
The Wikimedia Foundation’s 2010–11 fiscal year took place from July 1, 2010 to June 30, 2011. Throughout this report all financial data is reported in U.S. dollars unless otherwise noted.

**statement of activities**

*(in thousands of dollars)*

<table>
<thead>
<tr>
<th>Support and revenue</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$23,020</td>
</tr>
<tr>
<td>Restricted contributions</td>
<td>666</td>
</tr>
<tr>
<td>In-kind service revenue</td>
<td>350</td>
</tr>
<tr>
<td>Investment income, net</td>
<td>37</td>
</tr>
<tr>
<td>Other income, net</td>
<td>712</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td><strong>$24,785</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and wages</td>
<td>$7,312</td>
</tr>
<tr>
<td>Awards and grants</td>
<td>471</td>
</tr>
<tr>
<td>Internet hosting</td>
<td>1,800</td>
</tr>
<tr>
<td>In-kind service expenses</td>
<td>350</td>
</tr>
<tr>
<td>Operating expenses</td>
<td>5,761</td>
</tr>
<tr>
<td>Travel</td>
<td>1,159</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>1,001</td>
</tr>
<tr>
<td>Other expenses, including special events</td>
<td>36</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$17,890</strong></td>
</tr>
</tbody>
</table>

**Increase in net assets** $6,895

**balance sheet**

*(in thousands of dollars)*

<table>
<thead>
<tr>
<th>Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$12,026</td>
</tr>
<tr>
<td>Contributions receivable</td>
<td>1,000</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>695</td>
</tr>
<tr>
<td>Investments</td>
<td>5,849</td>
</tr>
<tr>
<td>Prepaid expenses and other current assets</td>
<td>1,215</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td><strong>$20,785</strong></td>
</tr>
<tr>
<td>Property, plant, and equipment</td>
<td>3,402</td>
</tr>
<tr>
<td>Noncurrent portion of contributions receivable</td>
<td>1,979</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$26,166</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$1,431</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>375</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>168</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>$1,974</strong></td>
</tr>
</tbody>
</table>

**Net Assets**

| Unrestricted net assets                  | $20,772 |
| Temporarily restricted net assets        | 3,420  |
| **Total net assets**                     | **$24,192** |

**Total liabilities and net assets** $26,166

**who supports us**

573,568
Number of individual donors in 2010–11

261,339
Number of individual donors in 2009–10

219%
Increase in total number of funding sources

$40.10
Average donation for 2010–11

The Wikimedia Foundation is a four-star rated charity according to Charity Navigator, America’s premier independent charity evaluator.
The Wikimedia Foundation operates 11 free knowledge projects managed and built by a community of over 100,000 active volunteers.

Wikipedia. Free encyclopedia

The free encyclopedia containing more than 20.6 million articles in 282 languages. The most comprehensive and widely used reference work humans have ever compiled. 100,000 active volunteers contribute new content every month.

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Strategic priorities

> Stabilize infrastructure
> Increase participation
> Improve quality
> Increase reach
> Encourage innovation

Wikimedia Foundation targets for 2015

> Increase the total number of people served to 1 billion
> Increase the number of Wikipedia articles we offer to 50 million
> Ensure information is high quality by increasing the percentage of material reviewed to be of high or very high quality by 25 percent
> Encourage readers to become contributors by increasing the number of total editors per month who made >5 edits to 200,000
> Support healthy diversity in the editing community by doubling the percentage of female editors to 25 percent and increase the percentage of Global South editors to 37 percent
Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge.