

**Wikimedia
Foundation
annual report
2010–11
summary**

November 2011

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



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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.



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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.

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Golowanow,
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governance and chapters

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Executive Director

Sue Gardner

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 Wikimédia Magyarország (Hungary)
ID Wikimedia Indonesia
IL ויקימדיה-ישראל, 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 Викимедија РУ (Russia)
SE Wikimedia Sverige (Sweden)
TW 中華民國維基媒體協會 (Taiwan)
UA Вікімедіа 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 Fund
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The Google Matching Gifts Program
The Kaphan Foundation
The Shor Family Foundation
Two Sigma Investments, LLC
Yardi Systems, Inc.
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\$5,000 – \$24,999

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\$1,000 – \$4,999

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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.

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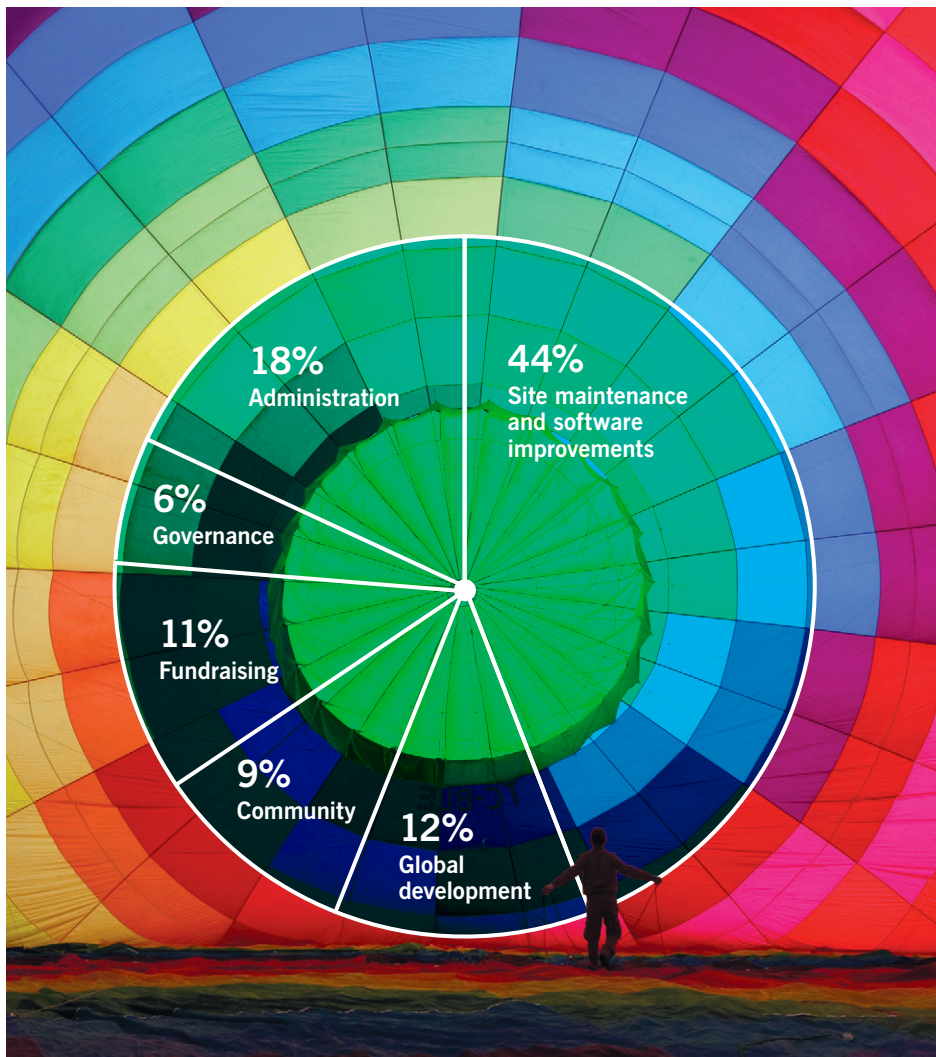
financials

where the money goes

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.

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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**

financial performance

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)

Support and revenue

Contributions	\$	23,020
Restricted contributions		666
In-kind service revenue		350
Investment income, net		37
Other income, net		712
Total revenue	\$	24,785

Expenses

Salaries and wages	\$	7,312
Awards and grants		471
Internet hosting		1,800
In-kind service expenses		350
Operating expenses		5,761
Travel		1,159
Depreciation and amortization		1,001
Other expenses, including special events		36
Total expenses	\$	17,890

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

balance sheet

(in thousands of dollars)

Assets

Cash and cash equivalents	\$	12,026
Contributions receivable		1,000
Accounts receivable		695
Investments		5,849
Prepaid expenses and other current assets		1,215
Total current assets		20,785

Property, plant, and equipment 3,402

Noncurrent portion of contributions receivable 1,979

Total assets **\$** **26,166**

Liabilities

Accounts payable and accrued expenses \$ 1,431

Deferred revenue 375

Other liabilities 168

Total liabilities **\$** **1,974**

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.



projects



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.



Wikimedia Commons[™]
Shared media repository

A repository of almost 13 million freely usable images, sound and video files, serving both Wikimedia's projects and countless other educational and informational needs.



MediaWiki[®]
Open-source wiki software

The leading open-source wiki software on the Internet which acts as the backbone for all of the Wikimedia Foundation's wikis and thousands of other wiki communities.



Wikispecies[™]
Dictionary of species



Wikibooks[™]
Free textbooks and manuals



Wikinews[®]
Free content news source



Wikiquote[™]
Collection of free quotations



Meta-Wiki[™]
Project coordination



Wikiversity[™]
Free learning tools



Wiktionary[®]
Dictionary and thesaurus



Wikisource[®]
Free source documents

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Visit http://wikimediafoundation.org/wiki/Annual_Report for a summary report of the 2010–11 Annual Report in French, Japanese, Spanish, German, Arabic, and Portuguese.

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Story consultant:
David Weir

Figures as of October 2011 unless otherwise stated



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.

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WIKIMEDIA
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