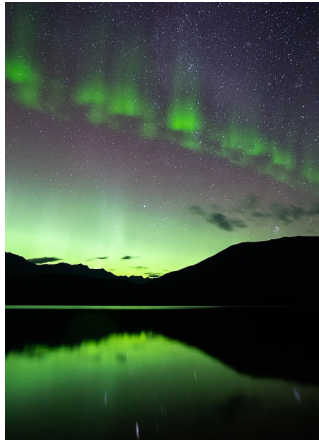




WIKIMEDIA
CANADA

ANNUAL REPORT 2020





Banff by Akinipeters (CC-BY-SA 4.0) - Wiki Loves Earth 2020



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Lake Louise by Apurva Agarkar (CC-BY-SA 4.0) - Wiki Loves Earth 2020

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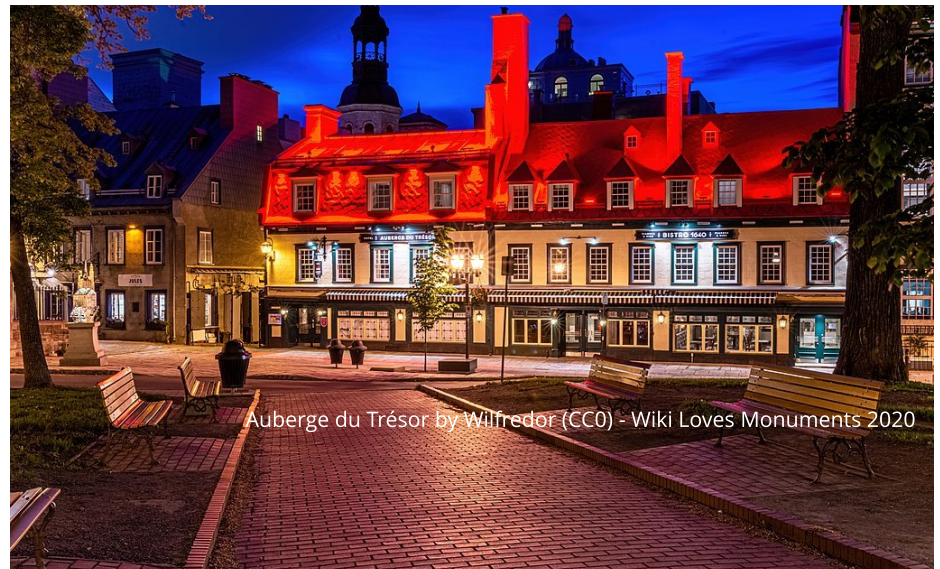
Our mission

To support and promote Canadians to collect, develop and disseminate knowledge and other educational, cultural and historic content in all languages of Canada, including Indigenous languages, under a free license or in the public domain.

A word from the President

2020, an atypical year if ever there was one, but also a year of overachievement, accomplishment and adaptation. As with many environments, the year 2020 has presented many challenges and adjustments, but both the Canadian wiki community and the administrators have still managed to accomplish many projects. Once again, the vitality of the Canadian community has been demonstrated.

The year started with many activities, including the Canadian #1Lib1Ref campaign which, with more than 150 participants, allowed the addition of more than 2,300 references to Wikipedia and almost as many references to Wikidata. Many workshops were also held during the first quarter in several institutions such as Artexte, BAnQ, Cinémathèque québécoise or in universities such as UQAM, McMaster, Western, Université de Montréal, York, Concordia, MacEwan



Auberge du Trésor by Wilfredor (CC0) - Wiki Loves Monuments 2020

or Emily Carr.

Then, in March, the first lockdown threw plans into disarray. Many activities had to be cancelled, postponed or transferred virtually. The impacts of the pandemic were also felt by volunteers involved in Wikimedia projects. We had to slow down and accept the fact that some activities and projects could not take place. The members of the Board of Directors and the Programs Committee continued to encourage and facilitate the ownership of the various Wikimedia projects and the creation of content throughout the year despite these conditions. I already mentioned it last year during our review, but this year, this dedication and involvement should be highlighted and I thank them

from the bottom of my heart for all this work accomplished in conditions that are not always easy!

Among the good things that happened in 2020, I have to mention a few events, such as the Great Wikiphonie presented by BAnQ, the Wikidata trainings organized by the Conseil québécois du théâtre, the event Indigenizing Wikipedia organized by the Indigenous Student Services of Ryerson University or the creation of the WikiClub Croissant Boréal which aims at improving the discoverability of the regions concerned.

Although Wikimedia projects are online and intangible, 2020 made us realize how important human presence is to unite forces and encourage participation. We have managed to complete many projects and transfer many activities to video conferencing sessions, but let's hope that 2021 will see a return to some normality.

Léa-Kim Châteauneuf

President

Wikimedia Canada



Sandbanks Provincial Park by Jasonpettit (CC-BY-SA 4.0) - Wiki Loves Earth 2020

Highlights



CHARITY STATUS

Since summer 2020, Wikimedia Canada is recognized as a charitable organization by the Government of Canada, allowing us to give tax receipts for donations made to the association.

100 YEARS OF WEATHER DATA

In 2020, Wikimedia Canada continued the project "Weather Observations of Environment and Climate Change Canada (ECCC) on Wikimedia Commons" which started the previous year. It aims at transferring the observations data of the weather stations of the Meteorological Service of Canada on Wikimedia Commons, and to reuse them on different Wikimedia projects. This project is funded by ECCC and executed by Wikimedia Canada.

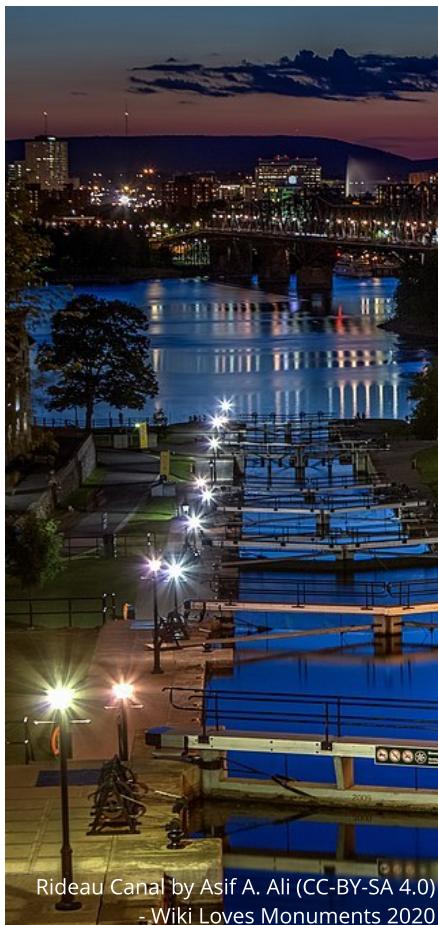
WIKICLUB ACADIA

In 2020, thanks to a partnership with the Société Nationale de l'Acadie, the WikiClub Acadia was founded. It is a decentralized group aiming at augmenting the presence of Acadia, its heritage, and its history on Wikipedia.

DIVERSITY IN THE LEADERSHIP

Since the 2019 Annual General Meeting, the Board of Directors of Wikimedia Canada is composed of a majority of women, and has a representation from the LGBTQ+ community. In 2020, the Board of Directors welcomes a member of the Atikamekw First Nation. Furthermore, the Executive Committee continues to be composed of 50% of women, and the Programs Committee, which is the main body responsible to supervise the activities and projects of the association, is composed of a majority of women.

Throughout the year, there was a strong leadership from women in organizing activities.



Content Development

#WPWPCA



The Objective

#WPWPCA (Wikipedia Pages Wanting Photos in Canada) is a contest aiming at adding pictures to Wikipedia articles. It is part of the #WPWP international campaign that was organized for the first time in 2020.

'A campaign to illustrate Wikipedia'

The Concept

From July 1st to August 31st, 2020, Wikimedia Canada invited volunteer contributors to participate to the contest by adding pictures to Wikipedia articles in any languages. At the end of the contest, we gave prizes to the two contributors who add the most pictures to Wikipedia.

The Results

During the #WPWPCA campaign, contributors from Canada added more than 2,600 images on nearly 1,900 Wikipedia articles in more than 135 different languages. There were 17 participants from Canada, of which half were women.

#1LIB1REF

'Imagine a world where every librarian added one more reference to Wikipedia'

The Objective

Wikipedia is one of the first places where people look for information. In order to make this information verifiable and thus improving the general quality of the free online encyclopedia, the international campaign #1Lib1Ref encourages people, especially librarians around the world, to add references to the information that is already there.

The Concept

As part of this campaign, in Canada, we organize an annual friendly competition between the Canadian institutions. Indeed from January 15 to February 5, Wikimedia Canada invites libraries, archives, galleries, museums, and universities from across the country to participate to the competition.



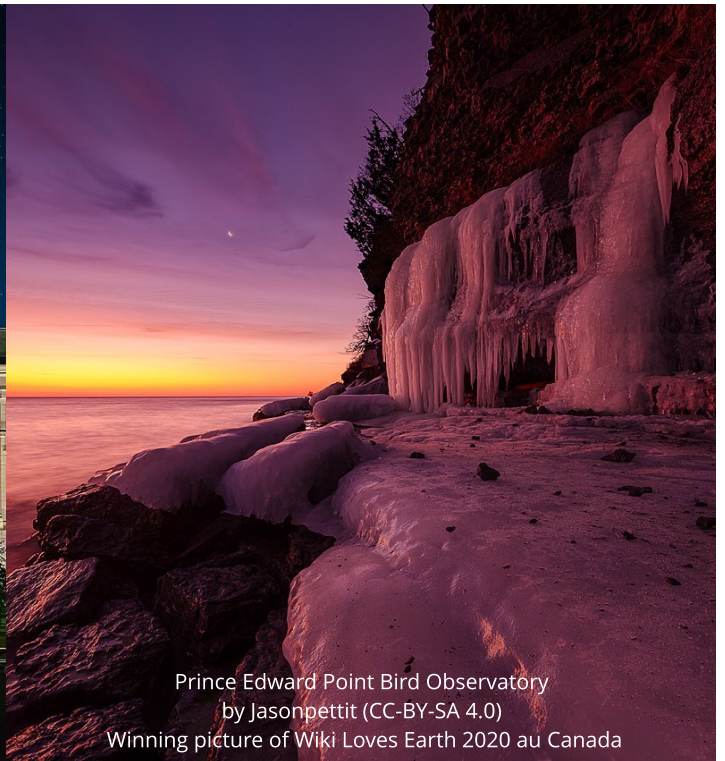
The Results

For the 2020 edition, the contributors of the #1Lib1Ref campaign in Canada added more than 4,610 references to Wikipedia.

Workshops were hosted as part of this campaign at Western University and at University of Alberta.



Pavillon Gérard-Morisset of Quebec National Fine Arts Museum
by Wilfredor (CC0)
Winning picture of Wiki Loves Monuments 2020 au Canada



Prince Edward Point Bird Observatory
by Jasonpéttit (CC-BY-SA 4.0)
Winning picture of Wiki Loves Earth 2020 au Canada

PHOTO CONTESTS: WIKI LOVES EARTH AND WIKI LOVES MONUMENTS

The Objective

International campaigns are organized in order to encourage the public to contribute to Wikimedia Commons by uploading pictures under free licences according to a specific theme. The main objective of those campaigns is to be able to reuse the uploaded photographs on Wikipedia and its sister projects, but the pictures under free licences can be reused by everyone.

The Concept

For several years, Wikimedia Canada has been

participating in two international photographic campaigns: Wiki Loves Earth and Wiki Loves Monuments.

Wiki Loves Earth is a contest aiming at documenting with pictures the protected natural sites around the world.

Wiki Loves Monuments is the largest photographic competition in the world. It aims at taking pictures of heritage sites everywhere in the world.

The Results

For the 2020 edition, Wikimedia Canada received more than 1,172 pictures as part of Wiki Loves Earth from 160 participants, of which over 80%

were new. More than 10% of those pictures are already used on other Wikimedia projects, including Wikipedia and Wikidata.

For Wiki Loves Monuments, we received more than 1,162 pictures from all over Canada from 71 participants. Already more than 200 of those pictures are used on Wikimedia projects, including Wikipedia.

The 10 winning pictures of Wiki Loves Monuments in Canada were announced during the closing ceremony of the WikiConference North America 2020 that was held entirely online this year.

Communities Development

MICROGRANTS

Financial support to the initiatives of our volunteers

The Objective

The microgrants program of Wikimedia Canada aims at giving grants to volunteers in Canada to organize activities supporting the mission of the Wikimedia movement.

The Concept

The volunteers from Canada are encouraged to organize activities in their communities or online supporting the development or the distribution of free

knowledge. Generally the types of activities supported include contribution workshops and photographic hunts.

The Results

In 2020, Wikimedia Canada gave 11 grants to volunteers in Canada for a total of \$21,400. Those grants have augmented and improved the content on Wikimedia projects, especially Wikipedia, Wikidata, and Wikimedia Commons with resources that are relevant to Canadian readers.



ONLINE TRAINING

The Objective

In order to develop the skills of the inexperienced contributors and to recruit new ones, Wikimedia Canada hosts training about contribution to Wikimedia projects, especially Wikipedia and Wikidata. Because of the COVID-19 situation in 2020, we had to reinvent ourselves, and those training sessions became virtual.

The Concept

Wikimedia Canada establishes partnerships with Canadian institutions or directly supports volunteers to host online training sessions to which the public is invited to come learn how to contribute to Wikimedia projects.

The Results

Here are two examples of online training in 2020:

In August, as part of the Rendez-vous d'histoire de Québec, Wikimedia Canada and

the Fondation Lionel-Groulx hosted three training sessions about Wikipedia in French.

From September to November, Wikimedia Canada funded a series of three online presentations in English hosted by the University of Alberta. Between 50 and 60 people participated to each presentation. The sessions were recorded and the videos are available for viewing.

Indigenous Peoples on Wikimedia Projects

WIKIPETCIA ATIKAMEKW NEHIROMOWIN

The Objective

One of the objectives of Wikimedia Canada is to support the development of Wikimedia projects in the Indigenous languages of Canada. Indeed we believe that the Wikimedia projects offer an excellent opportunity to serve as a tool in the effort to preserve and revitalize the Indigenous languages.

The Concept

Currently, the Wikipetcia Atikamekw Nehiromowin, which is the Wikipedia in Atikamekw language, is the only Wikipedia in an Indigenous language of

Canada that is active. Wikimedia Canada is actively supporting the development of that Wikipedia by providing training to the Atikamekw language speakers as well as technical and financial support.

The Results

Thanks to the efforts of the WikiClub Metapeckeka (Manawan), the Wikipetcia Atikamekw Nehiromowin now has nearly 1,400 articles.

Furthermore hundreds of pictures and videos documenting the traditional activities and the territory of



WIKIPETCIA Witamakesinahikan

the Atikamekw Nehirowisiw have been uploaded on Wikimedia Commons.

In the coming years, Wikimedia Canada aims at conducting similar projects with other Indigenous communities in Canada.





Redwood Park by Goobe (CC-BY-SA 4.0) - Wiki Loves Monuments 2020



Thousand Islands National Park
by Mykola Swarnyk (CC-BY-SA 4.0)
- Wiki Loves Earth 2020

The Wikimedians from Canada

First of all, Wikimedia Canada wishes to thank all the volunteers of the Wikimedia movement in Canada as well as all the contributors to the Wikimedia projects. Without their devotion, nothing would be possible.

Bibliothèque et Archives nationales du Québec

We also wish to thank our main partner, BANQ, who, on top of collaborating to organize several activities, provides an office space free of charge to Wikimedia Canada in Montreal.



L'Anse aux Meadows
by Pierre Gingras (CC-BY-SA 4.0)
- Wiki Loves Monuments 2020



The youth at Matakan
by Thérèse Ottawa (CC-BY-SA 4.0)
- WikiClub Metapeckeka

The Team

The Board of Directors

At the Annual General Meeting 2020, the members of Wikimedia Canada elected two new directors, and re-elected two directors.

Wikimedia Canada is proud to continue to have a majority of women on its Board of Directors, and to welcome a member of the Atikamekw First Nation as a director, on top of keeping a representation of the LGBTQ+ community. This allows us to continue and strengthen our efforts in terms of inclusion and diversity.

- Lëa-Kim Châteauneuf, President
- Michael David Miller, Vice President
- Ha-Loan Phan, Secretary
- Guillaume Lafrance, Treasurer
- Catherine Bernier
- Jean-Michel Lapointe
- Thérèse Ottawa
- Benoit Rochon

The Programs Committee

The Programs Committee is responsible to manage all the activities and projects of Wikimedia Canada as well as the WikiClubs, the partnerships, and the public events.

- Jean-Michel Lapointe, President of the Committee
- Benoit Rochon
- Ha-Loan Phan
- Lëa-Kim Châteauneuf
- Michael David Miller
- Sarah Severson
- Caroline Savard
- Denise Smith
- Thérèse Ottawa



The Contractuals

Since 2018, Wikimedia Canada is hiring the services of two self-employed contractuals to help the volunteers in their work.

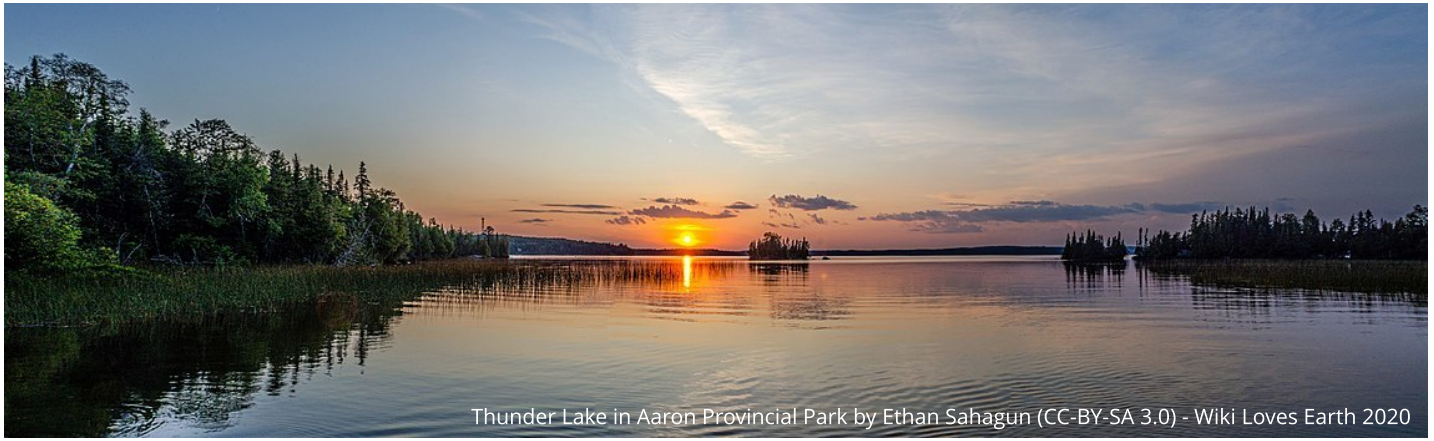
- Jean-Philippe Béland (Institutional Advancement Manager)
- Pierre Choffet (Information Technology Support, and executing person of the project "Weather Observations of Environment and Climate Change Canada in Wikimedia Commons")

The WikiClubs

The WikiClubs are local groups of Wikimedia Canada that act as hubs to execute the projects and activities of the association at a local and regional level. They are the first point of contact between the local public and the Wikimedia movement. Our aim is to have WikiClubs in every major cities of the country.

- WikiClub of Acadia (Anthony Doiron)
- WikiClub of Hamilton (Denise Smith)
- WikiClub of Metapeckeka (Thérèse Ottawa)
- WikiClub of Montreal (Benoit Rochon)
- WikiClub of Ottawa-Gatineau (Jean-Philippe Béland)
- WikiClub of Quebec City (Caroline Savard)
- WikiClub of Toronto (Stacy Allison-Cassin)





Thunder Lake in Aaron Provincial Park by Ethan Sahagun (CC-BY-SA 3.0) - Wiki Loves Earth 2020



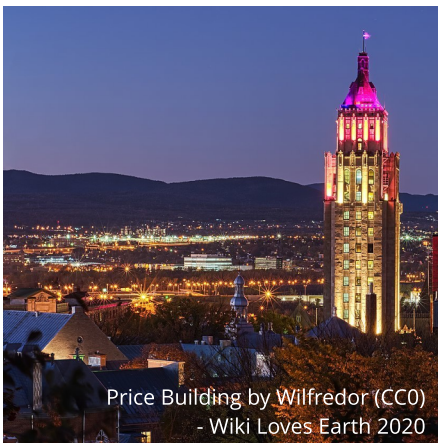
WIKIMEDIA
CANADA

Wikimedia Canada is a charitable organization devoted to the growth, development and distribution of free knowledge in Canada.

535 Viger Avenue East
Montreal (Quebec)
wikimedia.ca
info@wikimedia.ca



La Martre Lighthouse
by Francois Daoust (CC-BY-SA 4.0)
- Wiki Loves Monuments 2020



Price Building by Wilfredor (CC0)
- Wiki Loves Earth 2020



Maligne Lake in Jasper National Park
by Liumingyao (CC-BY-SA 4.0)
- Wiki Loves Earth 2020