the way the world tells its story
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
Helping Wikipedia and other free knowledge projects flourish in India is one of the Foundation’s highest strategic priorities.

With the help of a strong community in India, the Indian chapter and a team of consultants based out of Delhi, Wikipedia is poised for rapid growth in this large and diverse country.

More Indians speak English than anywhere outside of the United States of America. Several hundred million people speak Hindi, and there may be more than 30 other languages with more than a million native speakers each. Today, there are Wikipedia projects in 20 Indic languages with 20 more in incubation. Indians are important contributors to Wikimedia projects in English and other languages.

The Foundation sees India as the most logical place to support community growth because of the country’s rapidly growing population of Internet users, its tradition of free speech, and the presence of a committed community. Through our work in India we are learning about the challenges of growing free knowledge projects in a developing country.

India presents many daunting challenges. Approximately 37 percent of the nation’s population lives in abject poverty, surviving on less than $1.25 per day. Outside of the major cities, electricity is rare, and Internet access is a luxury for most. Only 7 percent of the population have online access, yet that translates into the fourth-largest national Internet audience — 81 million — in the world.

And, while 71 percent of the population is literate, less than half of women can read and write. Only 15 percent have completed a high school education.

The number of Indian contributors to Wikimedia to date, around 2,000, is small relative to India’s size, but they are extremely active and passionate about their work on the projects. They also are especially creative. Among the most impressive breakthroughs by Wikimedians in India is an innovation by local software programmers that allows Indic language scripts to be expressed as text on a keyboard, and therefore to be integrated into Wikipedia.

In 2008, Wikipedia founder Jimmy Wales and Foundation executive director Sue Gardner went to India to evaluate how best to stimulate interest and growth in the Foundation’s projects there. Since then, the Foundation has added an Indian, Bishakha Datta, to its board of trustees and Foundation managers have traveled frequently to the country, where they see indications that the multiple language versions of Wikipedia are gaining traction and more Indians are reading and contributing to Wikipedia.

Early in 2011, almost a quarter (about 95) of Wikipedia’s tenth-anniversary celebrations held around the world (over 400) occurred in India. In partnership with the Indian community, the Foundation is just getting started in the work to catalyze Wikimedia’s free knowledge projects in India with the expectation of planting deep roots in the world’s second most populous country.
The Wikipedia Education Program is an ambitious initiative to transform post-secondary education the world over by fostering critical thinking, media literacy and collaborative learning, while improving Wikipedia at the same time.

Due to the enthusiastic endorsement of our early efforts by professors and students at leading universities, this program is gaining traction both in the U.S. and overseas. Professors who participate in our program assign their students to improve Wikipedia articles as part of their coursework. Students are assisted by trained “Wikipedia Ambassadors” — a newly developed concept — who help both in the class and virtually, thereby evangelizing and recruiting students and others to join in the effort.

The 17-month pilot project (initially called the Public Policy Initiative, as it focused on that academic discipline) was funded by a grant from the Stanton Foundation, and professors and students at 24 leading U.S. universities participated. In the pilot program, more than 800 students contributed the equivalent of more than 5,800 printed pages of content to Wikipedia. And the contributions were excellent: On average, the quality of articles students worked on improved 64 percent. Research from the pilot program found that students are much more motivated by a Wikipedia assignment than they were by a traditional term paper because it was a useful assignment.

Through the Wikipedia Education Program, students have a global audience for their assignment, instead of working on something that will be read only by their professor and never used again. After great successes in the U.S., the program recently expanded into three additional countries: Brazil, Canada, and India.

A key goal is to develop new ways of assessing article quality, including tests of a new tool allowing readers to provide article feedback. Throughout the past academic year, students worked with the blessing of their professors to improve the quality of a wide range of project content, helping us reach by the end of 2010 the milestone 10,000th quality article on Wikipedia.

This development prompted a great deal of press coverage, and appears to represent a turning point in the relationship of the academy and Wikipedia. During the early years, many U.S. educators remained deeply skeptical of the online encyclopedia’s reliability for research and learning purposes. But in recent years, more and more professors have come to the conclusion that their students are going to rely on Wikipedia no matter what, so why not help improve the quality of its entries?

This breakthrough comes as the Foundation extends the lessons of its educational initiatives into a sustained effort to work with academics worldwide to promote collaborative learning models in pursuit of our goal to provide free access to the sum of the world’s knowledge to all.
All of the Foundation’s technology initiatives can be boiled down to one goal — reducing the barriers to sharing knowledge.

But this is challenging. Just consider the scope of our work: The number of articles in the English version of Wikipedia alone passed 3.5 million in 2010, and the number of media files on Wikimedia Commons reached 10 million early in 2011. Also over the past year, we logged our one-billionth edit.

Hosting and supporting this content in over 280 languages requires a massive ongoing effort by our tech staff and community volunteers. That includes improving our MediaWiki software, the platform running Wikimedia’s sites. This past year we added the “ResourceLoader” system to speed up page-loading times; plus the new “UploadWizard,” which makes contributing media files easier; and developed the “Article Feedback Tool,” to engage Wikipedia readers in quality assessment.

Another major focus during the year was improving our collaboration with Wikimedia volunteers. We hired a volunteer development coordinator, and a “bugmeister” tasked with managing the myriad suggestions for software improvements and fixes that come from the community. A huge effort was also made to reduce the code review backlog. Previously, volunteer developers had to wait a long time, sometimes years, before their work was accepted, because so few staff were available to attack the backlog. And for the fifth time, the Foundation took part in the “Google Summer of Code,” where six students worked on improvements and new features for MediaWiki.

A new, much more powerful data center was built out in Virginia over the past year, to keep pace with the rapid growth envisioned in our five-year plan.

Since Wikipedia appeared in 2001, the web has dramatically changed, including the widespread adoption of Web 2.0 technologies and the rise of social networking sites. User expectations are now very different. During our Usability Initiative, many people told us our editing interface was confusing and difficult to use. This may also be related to another serious issue confronting our community — the decline in the number of active editors working on our projects. We are therefore working on multiple levels to update and improve our editing interface and recruit more volunteers to participate in our projects in the years going forward.

I remember being really frustrated back in the days when I didn’t know Wikipedia. I didn’t have a way to express my love for knowledge, my struggle to be useful in this world, to be meaningful for my fellow humans. I really don’t know how I could have ended up without knowing this project. — Andrea Zanni

Modena, Italy

user:aubrey

Foundation tech staff are constantly striving to develop more efficient workflow processes.

Staff and volunteer developers at a “hackathon” meeting, improving the MediaWiki software.

making it all possible: technology
The mobile web is growing faster than the desktop Internet around the world, and most new users from the Global South will come online via cell phones. In India alone, there are an estimated 500–600 million mobile users, a population roughly seven times larger than the number of people there who have any sort of Internet access (81 million).

At the current pace, research indicates the mobile web will overtake the desktop web in 2014, i.e., more users will access the Internet globally using a mobile phone rather than a PC by that time. By 2015, it is projected that fully 87 percent of the world’s population will have cell phone subscriptions, which translates to about 6.35 billion people. It’s expected that about a third of them, some 2 billion people, will be accessing the Internet on mobile phones.

But there is a deep disparity between those in the more developed world who have access to high-speed mobile networks (3G or higher), and those in the poorer, rural parts of the planet whose only access to the mobile Internet is over slower-speed networks.

As part of our commitment to help everyone gain free access to knowledge, the Foundation is reworking our mobile platform to enable both an enhanced experience on fast 3G and 4G networks, as well as support for usage on lower bandwidth networks by simplifying the experience where needed. The redesign of our mobile platform creates a base for new feature development and, because the new platform is integrated into our free and open MediaWiki software, organizations that use MediaWiki now have access to a convenient mobile web capability.

We are starting to explore solutions for short message service (SMS) and Unstructured Supplementary Service Data (USSD) communications that would provide Wikimedia’s free knowledge to billions more people in an accessible form.

Also, we are striving to develop partnerships with network providers in key regions of the Global South to provide their customers with no or low-cost access to Wikipedia on a range of devices.

Wikipedia is perhaps one of the few truly global endeavors that really brings together people from all races, religions, nationalities, points of view...Wikipedia will continue working and has established a new way because deep down, deep inside of us, we want to share. Deep inside we are all generous persons and deep inside we want the best for the human race.

— Alfonso Luna

Caracas, Venezuela, Donor

The mobile web is growing faster than the desktop Internet around the world, and most new users from the Global South will come online via cell phones.

The mobile web is coming to dominate the landscape. These telephone towers rising everywhere in the playful facade of an office building in Tokyo.
Jimmy Wales greeted celebrants at more than 450 events in 120 countries by video upon the occasion of the tenth anniversary of Wikipedia.

“I remember the first day Wikipedia existed. And I thought about what was to come and of course I really didn’t know what was to come. (O)ver the years I had many opportunities to (meet) with Wikipedians in India, in China, in South America, really all around the world. (And) it turns out that we tend to be very much the same even though we come from very different cultures. We share the same values, the same ideals, the things we are working for, a free encyclopedia for every person of the planet written really by thoughtful people, (who) try to be neutral, try to be honest. It’s still as exciting for me today as it was in the very early days. We’ve still got a lot of work left to do. So, thank you again and happy birthday to Wikipedia!”

Community members of all ages came together in 120 countries to celebrate, complete with elaborate Wikipedia-themed birthday cakes.

The gathering at the Stockholm City Library was one of many held at major cultural institutions across Europe and around the world.

Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge.

2001 Wikipedia is launched on January 15.
2002 First release of the MediaWiki software, on which Wikipedia and its sister projects are still running today.
2003 Jimmy Wales hands over operation of Wikipedia to the newly founded Wikimedia Foundation.
2004 Wikimedia Commons is founded as a central repository of free media.
2005 The first Wikimania (the annual global conference of Wikimedia) takes place in Frankfurt, Germany.
2006 There are Wikimedia chapters — local organizations supporting the mission — in seven countries.
2007 An independent study finds the German Wikipedia to be more accurate, complete and up-to-date than the longstanding German print encyclopedia Brockhaus.
2008 The ten millionth Wikipedia article is published, a biography of 16th-century painter Nicholas Hilliard in the Hungarian Wikipedia.
2009 Wikimedia vote to adopt the Creative Commons Attribution/Share Alike license (CC BY SA) as the primary license for Wikipedia and its projects, allowing much wider reuse of the content.
2010 The Wikimedia projects reach 1,000,000,000 (one billion) edits.
2011 Wikipedia celebrates 10 years of sharing the sum of all knowledge.
There have been few developments in modern times as dramatic as the series of popular uprisings known as the “Arab Spring” that erupted at the end of 2010 and the beginning of 2011. As such, they provide one of the best case studies for understanding how people around the world today rely on Wikipedia to share the story of current events even as they are unfolding around them.

Starting in Tunisia and Egypt, and spreading all across North Africa and the Middle East during 2011, over 1200 volunteers uploaded text and images from the demonstrations directly to Wikipedia, turning to the world's largest free knowledge resource to share the dramas they were witnessing with the rest of the world. Many of the contributors had first-hand experience of the events themselves. In fact, Wael Ghonim, the Google employee in Egypt widely quoted by media sources as an influential leader in the uprising there, stated “Our revolution is like Wikipedia...Everyone is contributing content, [but] you don’t know the names of the people contributing the content. This is exactly what happened.”

In response to specific requests from Wikipedians, and recognizing Wikipedia’s central role in documenting the Arab Spring, Al Jazeera donated video footage of the historic events on Cairo's streets. In 2010, the year before the Arab Spring, the Foundation decided to make the Middle East/North Africa region a priority. During 2011 we began collaborating with our Arabic Wikipedia community and potential partners to evaluate opportunities. Our work seeks to expand our community of dedicated contributors who want to build a truly great Arabic Wikipedia for the more than 300 million people in the Arabic speaking world.

With thousands of edits and hundreds of references, the repository of articles and photos about the Arab Spring already stands as a living example of how people around the world increasingly see Wikipedia as a vital channel for telling the most important stories of our time.
There are more than 1.9 million animals, plants, and other forms of life on Earth. In May 2007, some of the world’s leading scientists announced the development of the Encyclopedia of Life (EOL) to document them all. Inspired by biologist E.O. Wilson and supported by more than $25 million in funding, the project aggregates and makes accessible information about species, ranging from 19th century journals to modern online databases, including Wikipedia content. EOL’s curators vet these Wikipedia articles for factual accuracy, and are encouraged to improve Wikipedia directly if errors or omissions are found. Over a hundred Wikipedia articles that were marked as “trusted” in this way have been collected into a hardcover book called “Encyclopedia of Life: A Wikipedia Sampler.”

### Wikipedia Editors Survey

Every word on Wikipedia is the result of work by a volunteer editor somewhere in the world. Early in 2011, we conducted an Editor Survey as the first iteration of what will continue as a biannual endeavor in an attempt to better understand the people who make Wikipedia what it is, and how their potential as a whole can be more fully realized. As the Foundation continues to expand its reach globally, an advanced knowledge of the existing community will increase efficiency as we grow across diverse cultures, as well as help us to retain core editors who keep improving the quality of Wikipedia going forward.

### QRpedia

Wikipedia partnered with the Derby Museum and Art Gallery in England this year to launch QRpedia, an initiative that brings QR codes to museum walls, linking visitors with exhibit-specific articles on Wikipedia. Volunteers participated in the first-ever Wikipedia Multilingual Challenge to translate relevant articles into as many languages as possible. Museum visitors can point their mobile device to a QR code for an object, and Wikipedia’s QR tool, conceived with Roger Bamkin, chair of Wikimedia UK, then uses the language settings of the device to ensure the proper article is displayed. Unveiled in April, QRpedia is already in use at four other museums internationally. At a time when cultural funding is hugely constrained, the creation of a multilingual visitor experience that any museum is welcome to adopt at virtually no cost is an achievement to celebrate.

### UploadWizard: A new way to share pictures, sounds and video

As an outcome of the “Multimedia Usability Project,” a one-year effort funded by the Ford Foundation to increase multimedia participation on Wikimedia websites, the “UploadWizard” became the default upload tool on Wikipedia. It replaced the earlier complicated upload form by a simple step-by-step process. The software improvement was flanked by the creation of an illustrated licensing tutorial, where a cartoon character explains copyright issues in an accessible way, to help novice users determine if their material can be uploaded and freely shared with the world. To date, the community has translated the tutorial into at least 35 different languages.

*QR codes are used to direct Derby Museum visitors to relevant Wikipedia articles.*

*“Encyclopedia of Life: A Wikipedia Sampler.” is a print version capturing our ongoing collaboration with leading scientists to document life on earth.*

*“Puzzly” provides a simple visualization that educates users about which kinds of content are suitable for uploading to Wikimedia Commons.*

*Retouched by DerHexer, original image by Leinad, CC BY SA 3.0*
WikiLove Rollout

A survey among Wikipedia editors revealed that 70 percent are motivated by receiving barnstars or other virtual rewards from the community for their work. In June, the Foundation unveiled the “WikiLove” feature. Designed to provide contributors with an easier way to bestow personalized virtual gifts upon one another in recognition of a job well done, user pages now play host to kittens, beer steins, and other images crafted by grateful editors. No matter the size of the contribution, editing Wikipedia should not be viewed by anyone as a thankless hobby. And now that there’s an easier way to share the love, we aim to continue perfecting methods of ensuring all users know they’re appreciated.

Summer of Research

Beginning in June and spanning three intense months, this year’s first-ever Summer of Research welcomed eight academics from around the world to Wikimedia’s San Francisco offices. Intended to spark an interdisciplinary examination of both Wikipedia communities and the online influences that either help or hinder collaboration, the researchers were selected primarily based upon previous commitments to studying Wikipedia topics. Of the eight, six were pursuing PhDs in fields ranging from computer science to social interaction on collaborative online environments. Timely, ambitious discussion and walls of intricately linked sticky notes began attempting answers to questions revolving around editor retention, editing policy, and community size.

Cultural partnerships take off

More and more galleries, libraries, archives and museums (GLAMs) are partnering with Wikimedia to increase the reach of their collections. Many are uploading images and other media to Wikimedia Commons, thereby making them available for the whole world to use and enabling them to be employed as illustrations for Wikipedia articles. They are also providing Wikimedians with special access to their collections and to the expertise of their curators. Many GLAMs are opening their doors to “Wikipedians in Residence.” Pioneered at the British Museum in 2010, this collaboration model has Wikimedia volunteers working in-house at a cultural institution, improving content in collaboration with staff and the Wikimedia community, organizing “backstage pass” or “editathon” events for Wikimedians, and generally laying the foundation for a lasting partnership. Among the GLAMs with Wikipedians in Residence are The Children’s Museum of Indianapolis, the Château de Versailles, the Museu Picasso, the Archives of American Art, the U.S. National Archives, the Museum of Modern Art (MoMA), and the Derby Art Gallery and Museum.
Gdansk welcomes Wikimania

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 Wałęsa, 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 Wałęsa, 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 Ołowianka island hosted Wikimania 2010.

Wikimania provides an annual venue for community leaders, tech enthusiasts, and free-knowledge supporters to celebrate and deepen their collaborative spirit.

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

A | AR  Wikimedia Argentina
AT | AT  Wikimedia Österreich (Austria)
AU | AU  Wikimedia Australia
BD | BD  Wikimedia Bangladesh
CA | CA  Wikimedia Canada
CH | CH  Wikimedia CH (Switzerland)
CL | CL  Wikimedia Chile
CZ | CZ  Wikimedia Česká republika (Czech Republic)
DE | DE  Wikimedia Deutschland (Germany)
DK | DK  Wikimedia Danmark (Denmark)
EE | EE  Wikimedia Eesti (Estonia)
ES | ES  Wikimedia España (Spain)
FI | FI  Wikimedia Suomi (Finland)
FR | FR  Wikimédia France
GB | GB  Wikimedia UK (United Kingdom)
HK | HK  優秀志願者組織 (Hong Kong)
HU | HU  Wikimédia Magyarország (Hungary)
ID | ID  Wikimedia Indonesia
IL | IL  ויקימדיה ישראל (Israel)
IN | IN  Wikimedia India
IT | IT  Wikimedia Italia (Italy)
MC | MK  Базањаци Масевцења (Macedonia)
MO | MO  Wikimedia Macau
MX | MX  Wikimedia México
NL | NL  Wikimedia Nederland (Netherlands)
NO | NO  Wikimedia Norge (Norway)
PH | PH  Wikimedia Philippines
PL | PL  Wikimedia Polska (Poland)
PT | PT  Wikimedia Portugal
RS | RS  Базањаци Србије (Serbia)
RU | RU  Базањаци РФ (Russia)
SE | SE  Wikimedia Sverige (Sweden)
TW | TW  中華民國維基媒體協會 (Taiwan)
UA | UA  Базањаци України (Ukraine)
US DC | US DC  Wikimedia District of Columbia
US NY | US NY  Wikimedia New York City
VE | VE  Wikimedia Venezuela
ZA | ZA  Wikimedia South Africa

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Sue Gardner

Wikimedia governance and chapters
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**

**Financials**

**Revenue**

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<thead>
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<th>Source</th>
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<tr>
<td>Restricted contributions</td>
<td>666</td>
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<tr>
<td>In-kind service revenue</td>
<td>350</td>
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<tr>
<td>Investment income, net</td>
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<tr>
<td>Other income, net</td>
<td>712</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>$24,785</strong></td>
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**Expenses**

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<tr>
<td>Salaries and wages</td>
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<td>Awards and grants</td>
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<tr>
<td>Internet hosting</td>
<td>1,800</td>
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<tr>
<td>In-kind service expenses</td>
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<tr>
<td>Operating expenses</td>
<td>5,761</td>
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<td>Travel</td>
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<tr>
<td>Depreciation and amortization</td>
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<td><strong>Other expenses, including special events</strong></td>
<td><strong>36</strong></td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$17,890</strong></td>
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**Increase in Net Assets**

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<tr>
<td><strong>$6,895</strong></td>
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**Balance Sheet**

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<td>Contributions receivable</td>
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<td>Accounts receivable</td>
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<tr>
<td>Investments</td>
<td>5,849</td>
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<tr>
<td>Prepaid expenses and other current assets</td>
<td>1,215</td>
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<tr>
<td><strong>Total Current Assets</strong></td>
<td><strong>$20,785</strong></td>
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<tr>
<td>Property, plant, and equipment</td>
<td>3,402</td>
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<tr>
<td>Noncurrent portion of contributions receivable</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$26,166</strong></td>
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<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Liabilities</td>
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<tr>
<td>Accounts payable and accrued expenses</td>
<td>$1,431</td>
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<td>Deferred revenue</td>
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<tr>
<td>Other liabilities</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$1,974</strong></td>
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<table>
<thead>
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<td>Net Assets</td>
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<tr>
<td>Unrestricted net assets</td>
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<tr>
<td>Temporarily restricted net assets</td>
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</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$26,166</strong></td>
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</tbody>
</table>

The Wikimedia Foundation is a four-star rated charity according to Charity Navigator, America’s premier independent charity evaluator.

**Who supports us**

<table>
<thead>
<tr>
<th>Source</th>
<th>Number of individual donors</th>
<th>Number of individual donors in 2009–10</th>
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<tbody>
<tr>
<td>573,568</td>
<td>Google</td>
<td>31,350 employees 1.05 billion unique visitors</td>
</tr>
<tr>
<td>261,339</td>
<td>Microsoft</td>
<td>92,000 employees 900 million unique visitors</td>
</tr>
<tr>
<td>219% increase</td>
<td>Nonprofit donors</td>
<td>13,600 employees 686 million unique visitors</td>
</tr>
<tr>
<td>44%</td>
<td>Fundraising</td>
<td>80 employees 423 million unique visitors</td>
</tr>
<tr>
<td>18%</td>
<td>Administration</td>
<td>80 employees 423 million unique visitors</td>
</tr>
<tr>
<td>9%</td>
<td>Community</td>
<td>80 employees 423 million unique visitors</td>
</tr>
<tr>
<td>12%</td>
<td>Global development</td>
<td>80 employees 423 million unique visitors</td>
</tr>
<tr>
<td>6%</td>
<td>Governance</td>
<td>80 employees 423 million unique visitors</td>
</tr>
<tr>
<td>11%</td>
<td>Fundraising</td>
<td>80 employees 423 million unique visitors</td>
</tr>
<tr>
<td>44%</td>
<td>Site maintenance and software improvements</td>
<td>80 employees 423 million unique visitors</td>
</tr>
<tr>
<td>18%</td>
<td>Administration</td>
<td>80 employees 423 million unique visitors</td>
</tr>
</tbody>
</table>

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.
The Wikimedia Foundation benefits from its unique global community of volunteer editors and financial contributors. We strive to make sure we receive the support 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, which together make our projects possible.
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 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

A repository of species on the Internet which acts as the backbone for all of the Wikimedia Foundation’s wikis and thousands of other wiki communities.

Wikisources. Free content re-use source

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.

Wikibooks. Free textbooks and manuals

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.

Wikiversity. Free learning tools

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.

Wiktionary. Dictionary and thesaurus

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.

Wiksource. Free source documents

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.

Meta-Wiki. Project coordination

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.

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

Acknowledgements

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Figures as of October 2011 unless otherwise stated.
Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge.