

Grants Impact Report

Committee Training

7 August, 2014

Impact is hard to quantify

- We know all of our numbers aren't right, but we think they are in the right direction
 - We aren't expanding where we see impact
 - We aren't quantifying enough

Overview

What was funded?

What progress was made towards strategic goals?

What are the features of the best grantees?

What trends are we seeing?

How are these findings be applied?

In 2012, we intentionally developed grantmaking processes to build comparative baselines

different types of grantees:

individuals, groups, chapters, thematic organizations, and external organizations

projects at different stages of development:

seeding new ideas or people/groups, *growing* existing ideas and people/groups, and *expanding* larger initiatives

projects focused on different points of intervention:

onwiki and offline initiatives; readership projects, participation projects, content projects

diversity of end user recipients

different countries, regions, languages, genders; readers to super-contributors

INDIVIDUAL ENGAGEMENT GRANTS

individual and small teams focused on making online impact.

PROJECT AND EVENT GRANTS

putting on events and running projects. For individuals, groups and organizations.

ANNUAL PLAN GRANTS

annual budgets and mission objectives of movement orgs.

We have data!



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SNAPSHOT: In 2013-14, we received full reports back from 56 grantees working on over 50 Wikimedia sites

INDIVIDUAL ENGAGEMENT GRANTS:

8 grants,
\$60K distributed

PROJECT AND EVENT GRANTS:

36 Grants
\$350K distributed

ANNUAL PLAN GRANTS:

10 grants
\$4M distributed

Multiple Wikimedia projects

- Commons, MediaWiki, Wikisource, Wikiquote, Wikivoyage, Wikidata, Wikipedia



30 countries funded

Total grant spend

\$4.4M

smallest
grant
\$350
(but spent
\$0!)

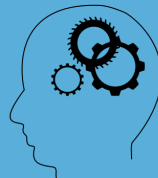
largest
grant
\$1.8M

Over 30 language **Wikipedias**

Explicit investments in
Wikisource and **Wikidata**

Mix of projects funded

- General support (18 grants)
- Content (17 grants)
- Outreach (6 grants)
- Online community organizing (4 grants)
- Tools (5 grants)
- Conferences (4 grants)



The grants largely focused on content and participation, but also some work with readers

Participation

Number of people touched: **42,526**

Lots of unknowns:

- *new editors?*
- *retention rates?*
- *quality of interactions?*

Content

Articles written/improved: **25,149**

Photos to Commons: **359,164**

Photos in use on other projects: **6%**

Media added to Commons: **75,503**

Readership

Case Study: China Social Media Grants, \$200

Challenge:

raise awareness of WP in China, where WP was blocked for much of its early existence

Solution:

outreach campaign on Weibo

Results:

3 organizers -> 10K followers -> 250% increase in pageviews of promoted articles

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Common characteristics of STARDOM in grantees



Clear link to **strategic priorities**



Designed for a specific **end user** (“target audience”)



Community engagement from plan through execution



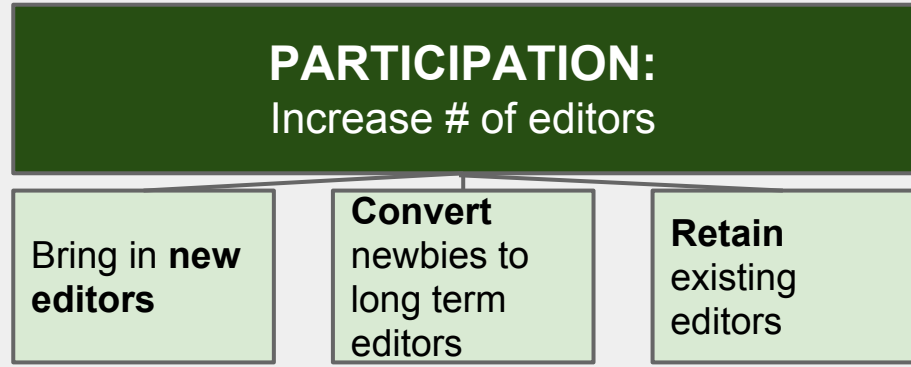
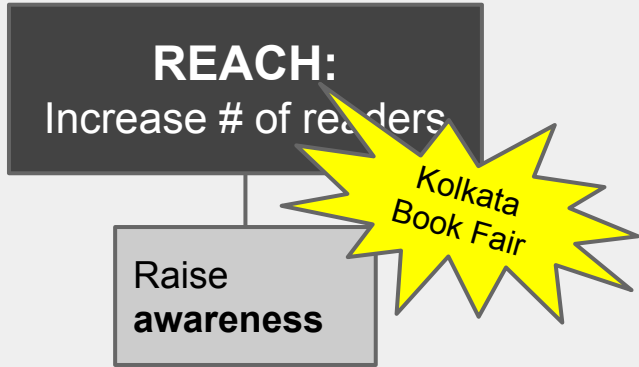
Clear **measures of success** outlined in proposal



On-wiki projects had clearest demonstrations of scale

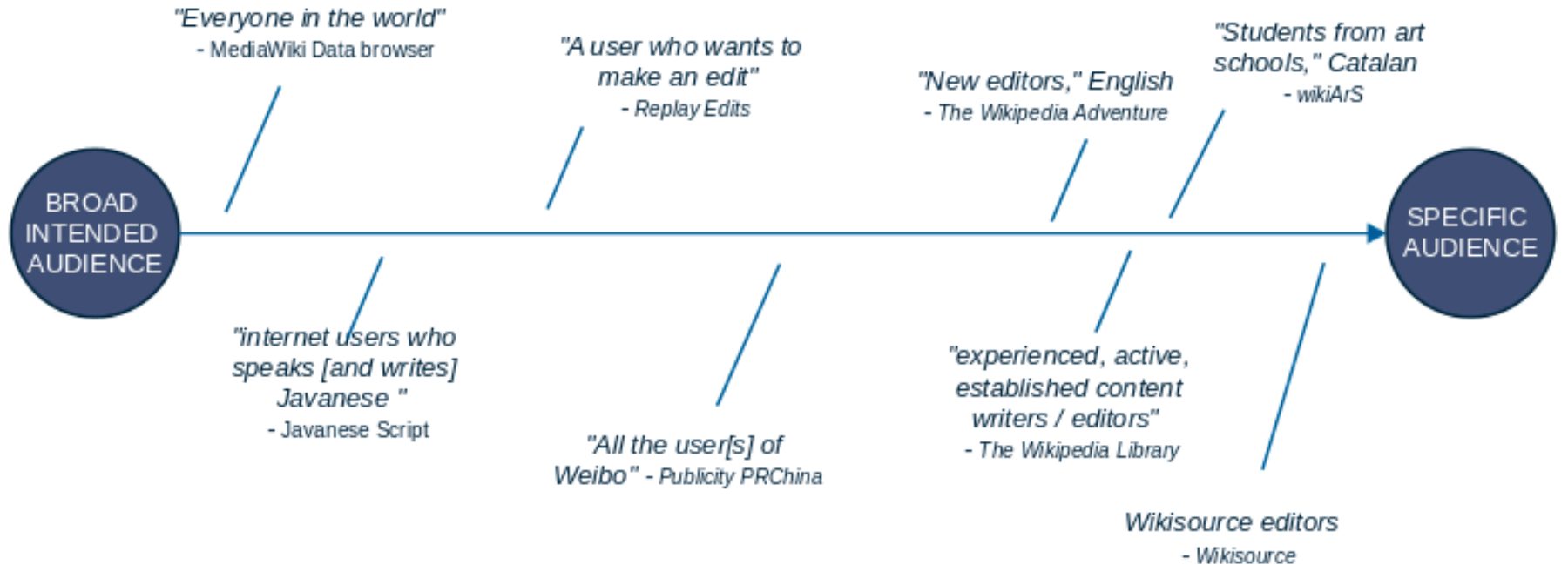


Clear theory of how to effect change in a project



- Mentoring / help
 - Motivation incentives
- The Wikipedia Adventure
-

Designed for a specific end-user



3

Community engagement from plan to execution

Surveys

Wikipages

Meet-ups / Wikimania

Wikiprojects

Community Liaisons

Case Study: wikiArS

Challenge:

ensuring that the projects designed by the arts students would be the useful and be the best suited to fit the needs of the articles

Solution:

involve passionate editors in wikiprojects to help identify the core needs of their project pages, then engage these editors in the execution of the project and incorporation of the art into the main pages.

image credit: Monkeysdrawer



User: nuria nml



User: Naaro Riveiro



User: JesicaLR





Clear measures of success outlined in proposals

```
graph LR; Inputs --> Outputs; Outputs --> Outcomes;
```

Inputs

Outputs

Outcomes

On-wiki initiatives had clearest demonstration of scale

Online community organizing has shown huge potential through IEG

Topic-specific writing contests resulted in 60% of total article content in PEG grants



Case Study: The Wikipedia Library, \$7,432

Challenge:

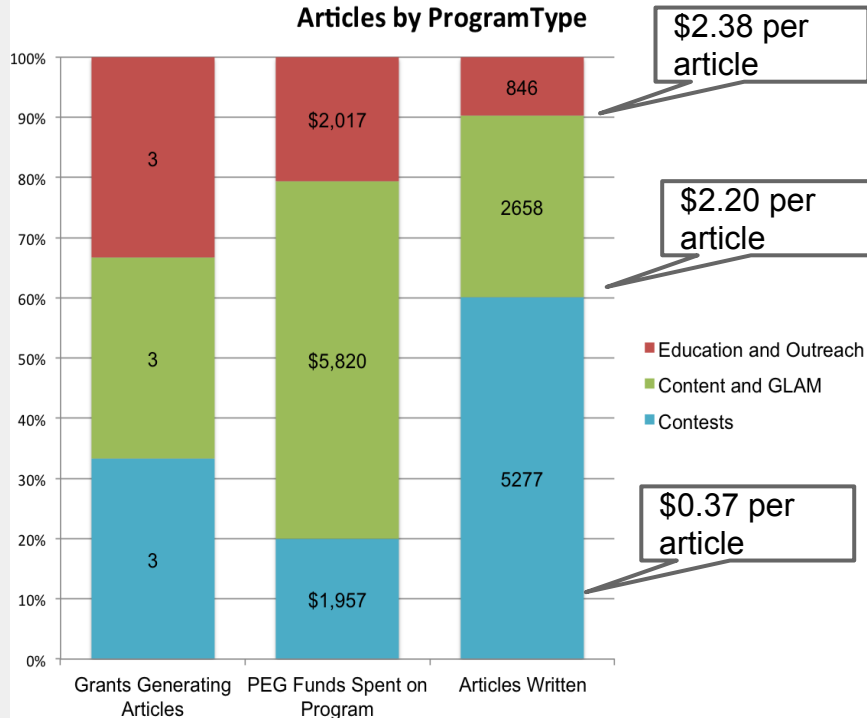
distribute high quality resources to editors

Solution:

online "library" of donated reference materials

Results:

- 3700 free accounts worth over **\$500,000**
- **400-600%** usage increases of those references



Case Study: Wikimedia Ukraine

Results:

- 3 writing contests
- 90 editors
- **741** articles
- *...and all donated prizes!*

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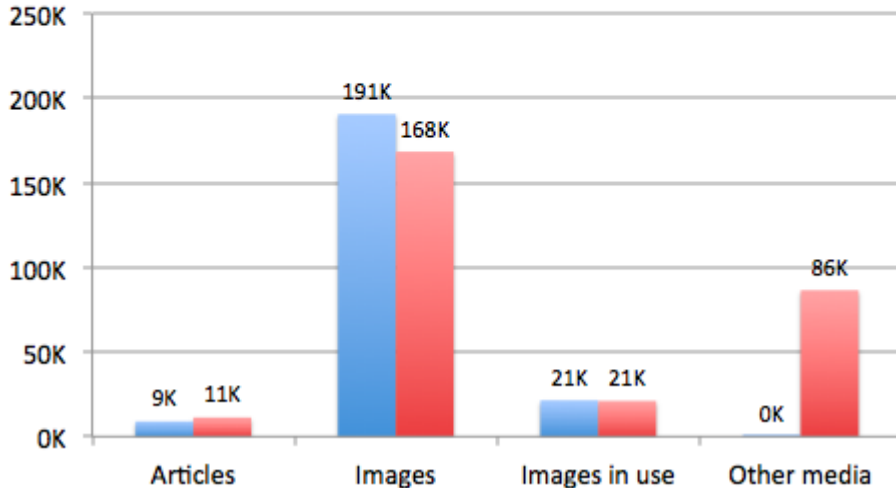


The size of grant does not correlate to impact

Contributions between the 36 PEG grants and the 11 APG grants were about equal ...

Total contributions by content type, by organizations
(as reported, 2013-14)

■ PEG funded ■ APG funded



... but per dollar, PEG returns about 10x more content

Total cost per unit, by content type
(as reported, 2013-14)

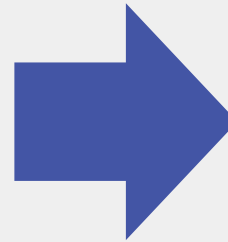
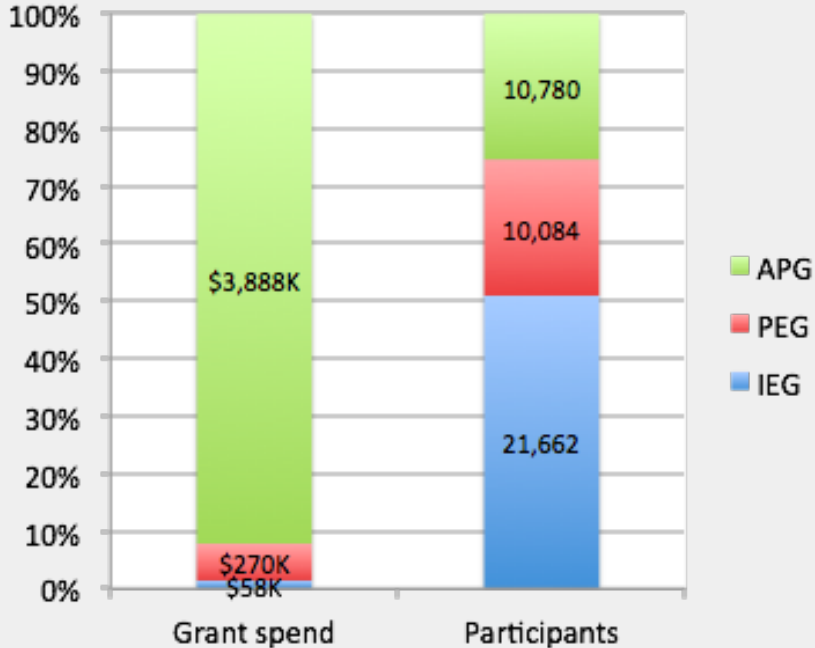
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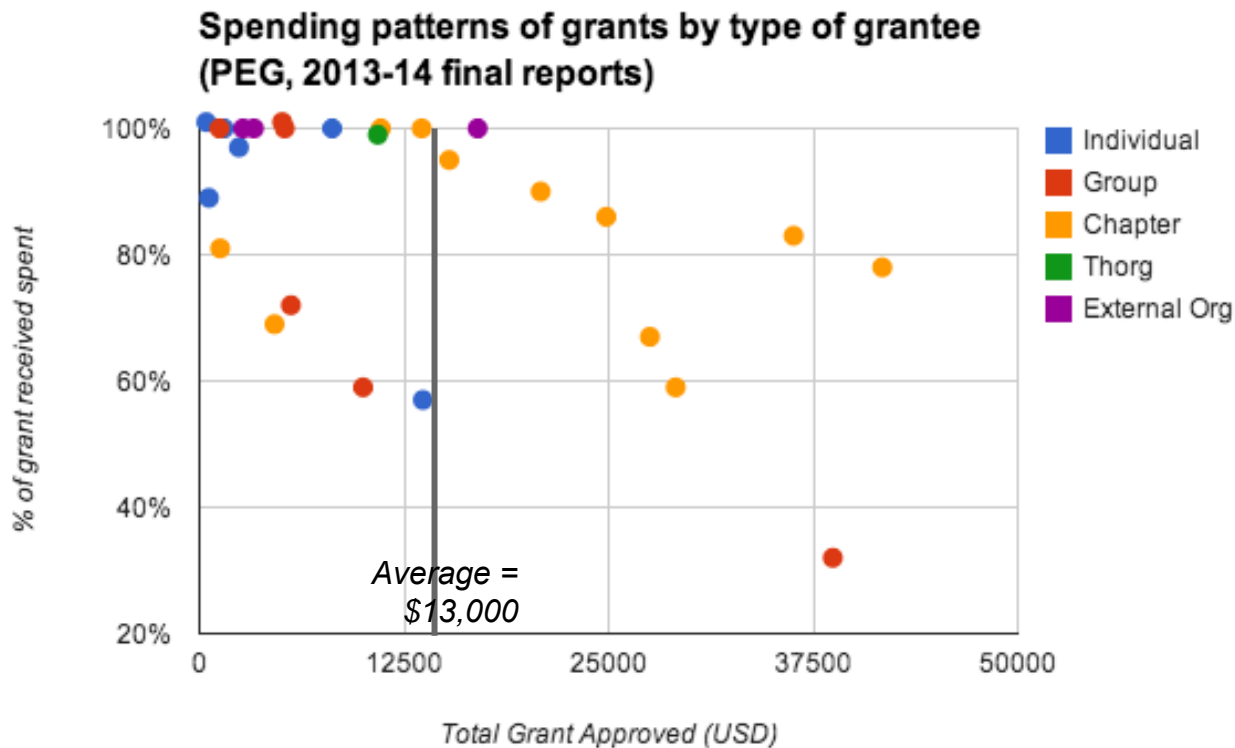
% Share of Grants Spend and Participants reached, by Grant Program (2013-14 final reports)



The larger organizations may also be reaching fewer people than the smaller grants by individuals



In PEG, large grantees (>\$15K) had a hard time spending money; especially chapters



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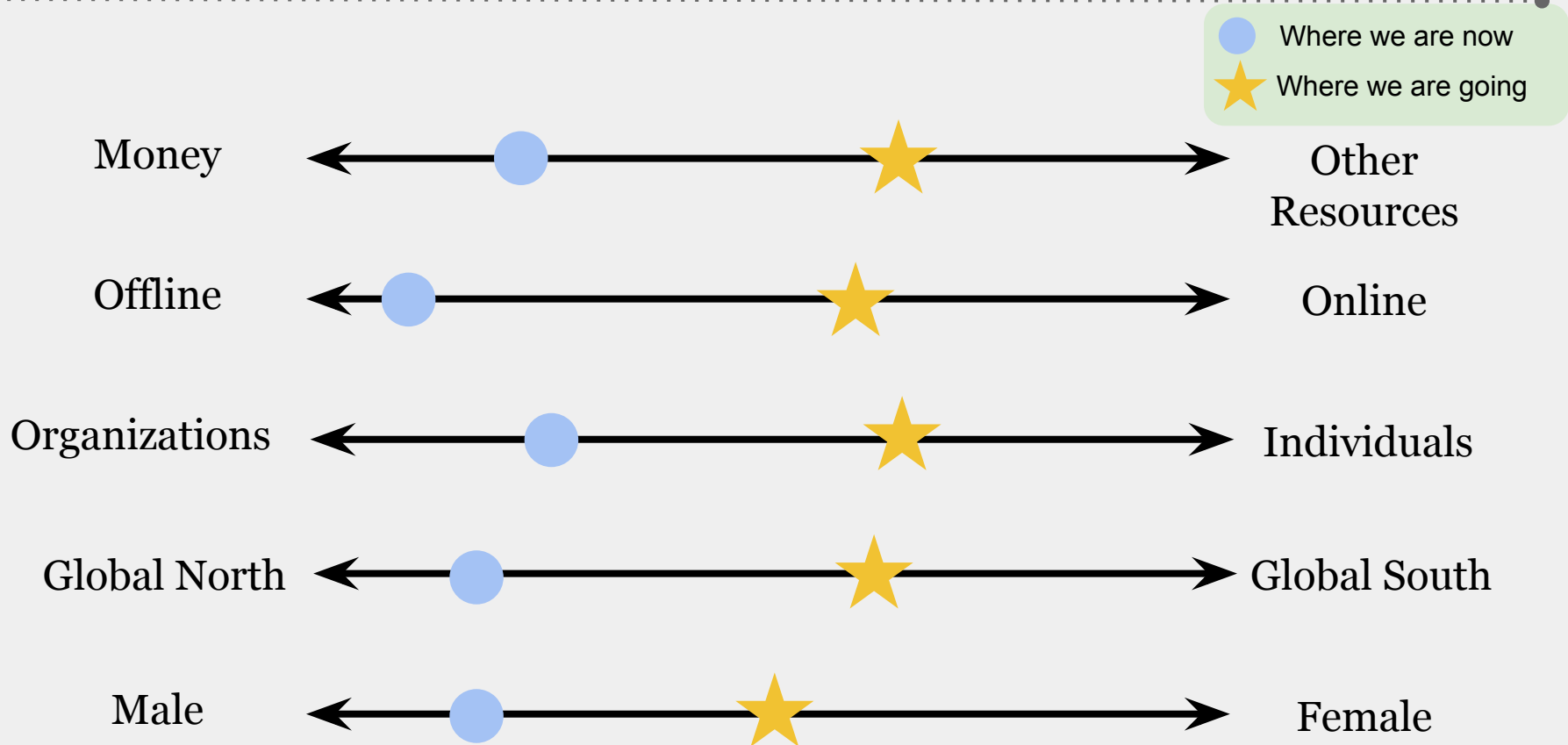
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We are shifting to provide more resources towards diverse individuals doing online work



Next steps and implications

- We know this data is limited. We are **relying on the expanded reporting and rationale from grantees** and applicants to help inform our funding strategies in an ongoing basis
- Introducing a set of **global metrics** which will be required for all grantees to report on, in the areas of participation and content
- **Doubling the amount of money** going into the Individual Engagement grants to continue seeding high potential, high scale ideas
- Engaging volunteer grants committee in data-synthesis and implications!
- We are continuing to **develop and improve on IdeaLab** - the space for idea proposals for experimentation; launch coming soon!

Your turn to discuss!

- What are the strengths and weaknesses of the way your program is set up now?
- What are some tangible changes could your grants program (IEG, PEG, APG) make to act on this data?
 - Who is the owner/decider of the recommended change (e.g., WMF? The committee?)
 - Ideas: scoring rubric, pre-assigned budgets,

Required global metrics across programs

Content

- **Bytes** changed
- **Images** used on Wikimedia projects
- **Articles**

Community

- Participation
- Existing editors
- New editors

Motivation

Did your work increase the motivation of Wikimedia volunteers? how do you know?