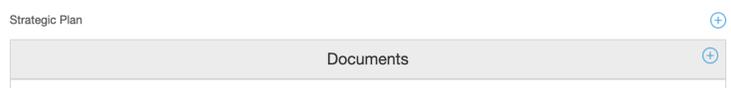


Illustrated by Jasmina El Bouamraoui and Karabo Poppy Moletsane, CC0, via Wikimedia Commons

Guide for Alliances Funds Applications

Instructions for using this guide:

1. Before applying make sure you have reviewed the general criteria for each type of fund (for more information [click here](#)) and also read the first section of this guide to better understand the Alliances Fund objective and some aspects to consider before developing your proposal.
2. This guide was written to make your application easier! We have included key instructions for each question, definitions for key terms, and some example answers where useful.
3. **This form can be filled in any language.** We are working to translate this guide into several different languages.
4. Given that the form is online, you can copy and use this [application template](#), before registering the final submission to our Funding portal on Fluxx. For guidelines on how to apply on Fluxx you can view this [tutorial](#).
5. As an optional resource, we have included links to further reading that may help you understand more about the Wikimedia Movement and write your proposal.
6. When there are open questions please try to be as brief as possible. These answers each have a specific character limit. For your reference: 500 characters = approximately 1 paragraph with 6 sentences. You will be able to see your character count in the form as you write.
7. All questions in **bold are required**, those that are not in bold are optional.
8. Each question and answer option is presented as seen in the Fluxx Portal. In this guide, questions will be marked in green and answer options in grey.
9. When needed, we will add definitions to some of the answer options.
10. Throughout the application, you may be given the option to upload documents. You will see this box just below the question. Click on the plus button to upload files or google docs.



Click on the plus button to upload files or google docs.

Table of contents and questions:

General recommendations

Brief Instructions

Eligibility Section (required section)

- A. Are you applying as a(n):
- B. Full name of the organization presenting the proposal
- C. Contact email for this proposal
- D. Please provide the contact details of a secondary contact (name and email address).
- E. Do you have an account on a Wikimedia project?
- E1. Please provide the main Wikimedia Username (required) and Usernames of people related to this proposal.
- F. What country are you (individual) or organization based in? Please select just one option.
- G. Have you received a grant from the Wikimedia Foundation before?
- H. Have you received grants from any non-wiki organization before?

Applicant information

- 1. Do you have a fiscal sponsor?
- 2. Are you legally registered?
- 3. What type of organization are you?
- 4. What is your organization or group's mission and how does it align with the Wikimedia movement?
- 5. If you would like, please share any websites or social media accounts that your group or organization has. (optional)

Grant Proposal

- 6. Please state the title of your proposal.
- 7. Please state the proposed start date
- 8. Please state the proposed end date
- 9. Where will this proposal be implemented? Please select the country (single option).
- 10. Indicate if it is an international or regional proposal and if it involves several countries? This question is optional
- 11. What are the main challenges you are trying to solve and your proposed solution?
- 12. What is the main objective of your proposal?
- 13. Describe your main strategies to achieve this objective.
- 14. Are you running any in-person events or activities?
- 15. Please state if your proposal aims to work on any of the identified content knowledge gaps?
- 16. Please state if your proposal includes any of these areas or thematic focus.
- 17. Will your work focus on involving participants from any underrepresented communities? Select all categories that apply.
- 18. Please tell us more about your target participants.
- 19. Do you have plans to work with other Wikimedia communities, groups or affiliates in your country, or in other countries, to implement this proposal?
- 20. Will you be working with other external non-Wikimedian partners to implement this proposal?
- 21. Please tell us how your organization is structured.

[22. Do you have the team needed to support this proposal?](#)

[23. Please state if your organization or group has a Strategic Plan that can help us further understand your proposal.](#)

[Learning, sharing, and evaluation](#)

[24. What do you hope to learn from your work in this proposal?](#)

[25. Core Metrics](#)

[Table 1: Guide to content type per Wikimedia project](#)

[26. What other information will you be collecting to learn about the impact of your work?](#)

[27. What tools would you use to measure each metric selected?](#)

[Table 2: Guide to core metrics and recommend tools](#)

[Table 3: Guide to additional metrics and possible tools](#)

[28. How do you hope to share these results so that others can learn from them?](#)

[Financial proposal](#)

[29. What is the amount you are requesting from WMF?](#)

[29a. What is this amount in US Currency \(to the best of your knowledge\)?](#)

[30. Select Currency \(local\)](#)

[31. Please provide a budget for the amount of funding requested.](#)

[32. Optional: please upload the budget for the amount of funding requested.](#)

[33. What do you do to make sure there is a good management of funds?](#)

[34. How will you contribute towards creating a supportive environment for participants using the UCOC and Friendly Space Policy?](#)

[35. Please use this optional space to upload any documents that you feel are important for further understanding your proposal.](#)

[36. I verify I have reviewed or added my banking information.](#)

[37. I have read the WMF Friendly Space Policy and Universal Code of Conduct.](#)

General recommendations

The Wikimedia Alliances Fund supports mission-aligned organizations who are part of the Free Knowledge Ecosystem, work in regions and communities that are underrepresented in our movement, and can partner with the Wikimedia Movement to amplify each other's work.

The Wikimedia Alliances Fund supports organizations that can contribute toward the mission or movement strategy of the Wikimedia Foundation, especially those that promote knowledge equity. We emphasize the need for underrepresented communities and historically marginalized communities in the movement to have access to resources they need to accomplish their goals. Projects from mission-aligned organizations and groups can focus on supporting contributors, editors, content, advocacy and awareness.

Here are some things to think about before developing your proposal.

1. Get to know the movement

For partners working with Wikimedia communities for the first time, it's important to understand that the program that you will be running needs to be a good match with the existing Wikimedia communities' ways of working. These communities are very diverse, each with different cultures, traditions, and ways of working that vary based on which Wikimedia projects they are working on (like Wikipedia, Wikisource, Wikidata, and Commons), which language communities they come from, and how knowledge creation and volunteering works in different geographies.

If you want to seek funding from the Wikimedia Foundation for partnering with our communities, we recommend doing some of the following:

- **Acquaint yourself with the movement structure and how its constituent groups/entities work.** To get started, we recommend you view [this presentation](#).
- **Have a clear statement about the kind of public impact you want to have with the Wikimedia platforms.** There are a wide variety of kinds of knowledge produced on different Wikimedia projects and different topic areas have different kinds of gaps and editorial practices. When exploring our projects, consider developing answers for:
 - Why is a Wikimedia project a better platform for supporting public access to your knowledge than another venue or channel?
 - Does your knowledge project fit within the kinds of practices and priorities of the Wikimedia movement?
 - How does your different perspective as an organization bring value to the way the Wikimedia movement engages with the public?
- **We recommend that you identify your target country, region, or jurisdiction and join their respective movement communication channels** (newsletters, mailing lists, social groups, etc.) to understand what the community in that area is talking about. Wikimedia communities frequently have an established conversation about needs in geography, topic, or language. To get help with this we recommend contacting the regional Program Officer in the Community Resources team that can work with you to identify these communications channels and partnerships.
- **Some program areas have established norms, experiences and lessons learned from over a decade of practice.** We recommend scanning the existing programs and activities and the Wikimedia movement and identify the kinds of activities that fit best your strengths as an organization.

2. Tell us what your strengths are and how we can create shared value

We fund organizations who want to work in alliance with the Wikimedia movement because they bring new or different approaches to finding, creating and sharing knowledge that strengthen our communities and the

impact of our platforms. Likewise, working with Wikimedia can provide new approaches, capacities and connections with communities and partners that can strengthen the allied organizations' existing work.

In order to best identify how your organization's missions and work can be connected to Wikimedia Movement we recommend you describe:

We recommend making sure you have clear statements about:

- How you hope to benefit your organization by working with the Wikimedia movement. For instance, how does this help achieve your strategic goals, scale best practices and innovations or explore new approaches and areas of work.
- How you hope to contribute to the Wikimedia Movement's goals. For instance: how can you help us access audiences, communities or professional networks that haven't yet engaged with Wikimedia communities, particularly those from underrepresented communities?
- What kinds of knowledge gaps do you hope to address by joining our movement?
- Why are you in a particularly strategic position to advance the Wikimedia Movement's strategy and strategic pillars of Knowledge Equity and Knowledge as a Service?
- What previous work have you done that demonstrates that you are able to succeed at the kind of program you are asking us to fund?

3. Other aspects to consider:

- One of the key differences between the Wikimedia movement and with other organizations and knowledge communities is that the expectation from many parts of the movement is that paid professionals engage networks of volunteers to do work on our platforms. In the early phases of your project it's important to **distinguish between the volunteer audiences that you think will be contributors and the audiences that you hope will organize by taking leadership in sustaining or supporting the program.**
- **Open access** -- content, software, and other work products of projects funded by a Wikimedia Foundation grant needs to [meet the Open Definition](#) that sets out principles that define "openness" in relation to data and content. For most organizations, this usually means using a Creative Commons CC-BY-SA or freer copyright license or an open-software license.

Brief Instructions

Introduction: (as seen in the form)

Welcome to our application form. Before filling out the form, think about the vision and values that define the Wikimedia Movement.

Our vision is a world in which every single human can freely share in the sum of all knowledge. We believe that everyone has the potential to contribute something to our shared knowledge and that everyone should be able to access that knowledge, free of interference.

We believe our community of contributors should be as diverse, inclusive, and accessible as possible. We want this community to be a positive, safe, and healthy environment for anyone who joins (and wants to join) them, free from harassment and prejudice. Please take some time to read our Friendly Space Policy and the Universal Code of Conduct that defines a minimum set of guidelines of expected and unacceptable behavior. If you have any questions or concerns about these policies we would like to work together with you to address them.

Thank you for your interest in applying for an Alliances Fund as part of the Wikimedia Community Funds.
First, we would like to know a bit about you.

Eligibility Section (required section)

Before answering this question, please check the [documentation we require to send funds](#) as well as [general eligibility requirements](#) for the funding program.

A. Are you applying as a(n):

Options

- A mission aligned organization: an organization that is formally registered and whose mission is aligned with the Free Knowledge Ecosystem and the Wikimedia Movement.

B. Full name of the organization presenting the proposal

Main Office/Satellite: Please state the location of the main office where you are based.

Primary Contact: Please give the full name of the persons presenting the proposal.

Primary Signatory: Please give the full name of the persons that would sign a contract with the Wikimedia Foundation if the fund is approved.

Secondary Contact: Please give the full name of a secondary contact for the organization or group of individuals.

Secondary Signatory: If your group is not formally registered as an organization, this should be the contact of a person that will act as co-signatory of the Alliances Fund. Individual applicants typically do not need a co-signatory, unless they are younger than 18 years old and must have a fiscal co-signatory who is of age. A co-signatory is usually a second representative of a particular affiliate/group who co-signs the grant agreement. We also have co-signatories in cases when the bank account is shared or when the grant funds will be transferred to another individual bank account.

C. Contact email for this proposal

Please provide the email you would like to use to receive communications about this proposal. If you would like us to copy more than one email, please include them, too.

D. Please provide the contact details of a secondary contact (name and email address).

If this proposal requires a co-signatory please provide this

Please provide contact details for the secondary contact or co-signatory if the proposal requires one.

E. Do you have an account on a Wikimedia project?

Select one option.

Yes

No

A username is a login used across all Wikimedia projects. If you want to know more [click here](#). Registering a username is recommended, but not obligatory to submit a proposal. Accounts can be useful to become more familiar with all Wikimedia projects.

What are Wikimedia projects? Here is a brief description of the main ones.
For more information, you can also [click here](#).

Content oriented:

- Wikipedia: an online encyclopedia (launched 2001). Content definition: Articles created or improved.
- Wikimedia Commons: a repository of images, sounds, videos, and general media (launched 2004). Files uploaded
- Wikidata: knowledge base (launched 2012)
- Wikisource: Free content library. Pages created or improved
- Wiktionary: online dictionary and thesaurus (launched 2002). Entries created or improved
- Wikiquote: a collection of quotations (launched 2003). Pages created or improved
- Wikivoyage: travel guide (launched 2003). Articles created or improved
- Wikispecies: a taxonomic catalog of species (launched 2004). Pages created or improved
- Wikiversity: a collection of tutorials and courses, while also serving as a hosting point to coordinate research (launched 2006). Pages created or improved
- Wikinews: Free content news. Articles created or improved
- Wikibooks: Free textbooks and manuals.

Infrastructure and coordination:

- MetaWiki: central site for coordinating all projects and the Wikimedia community
- MediaWiki: helps coordination work on MediaWiki software
- Wikimedia Incubator: for language editors in development. Content units created or improved
- Wikitech: technical projects and infrastructure

E1. Please provide the main Wikimedia Username (required) and Usernames of people related to this proposal.

If you answered yes to question E (indicating that the individual or organization presenting the proposal does have a Wikimedia username), please provide the usernames of the people related to the proposal. A full list is optional but we recommend providing the full list of usernames, mentioning the role they will have in implementing your proposal. This will help us work with you to evaluate your experience and the team's capacity. Please note that it is not obligatory to have Usernames for proposals to be approved. If you answered no, you will not need to provide this.

F. What country are you (individual) or organization based in? Please select just one option.

List of countries (If the translation is needed: [here is the list](#))

Please use the list to select the country where the applicant is physically based or registered (as an individual or organization). If the physical location differs from the location of registration, you can mention this in the final space provided for comments.

G. Have you received a grant from the Wikimedia Foundation before?

- Applied previously and did not receive a grant.
- Applied previously and did receive a grant.
- Did not apply previously

Please state if you have previously received funds through the Wikimedia Foundation grants program. These are grants that are provided by the Wikimedia Foundation formerly known as, Conference Grants, Rapid Grants, Project Grants, Annual Plan Grants, or Simple Annual Plan Grants. To find out more about the former grants program that operated from 2016 till June 2021 [click here](#) for those before 2016, click here [Individual Engagement Grants \(IEG\)](#) or [Project and Event Grants \(PEG\)](#), [Wikimania Scholarship \(TPS\)](#). Please note that your proposal will not depend on having received grants before.

H. Have you received grants from any non-wiki organization before?

Please state if you have previously received funds from other organizations before. This will help us know more about your work and partnerships, however, the viability of your proposal does not depend on this.

H.1 If you answered yes, Which organization(s) did you receive grants from?

If you wish, you can provide the names of organizations that you received funds from or the type of organizations. You can also provide details of the amounts received or work developed as part of these funds. You do not need to provide this information if you prefer not to.

This final section is to provide the necessary documentation, which depends if you are applying as a mission-aligned organization.

H2. Please state the size of these grants from the following options

- Under 5,000 USD
- Between 5,000-50,000 USD
- Above 50,000 USD
- Other

H3. What type of organization (s) did you receive grants from?

- Government
- National NGO
- International NGO
- Bilateral or Multilateral Organizations
- Crowd funded initiatives
- Endowment funds
- Other

H4. What percentage of your program budget do other funders contribute to?

- More than 75%
- Between 30 and 75%
- Less than 30%
- Not applicable
- I am not sure

Proof of Nonprofit Status

You must complete at least one of the options below but you can do more, if applicable. Request to upload proof of nonprofit status document in the document component below Fill in the text below asking for a description of your nonprofit organization's status under local law. For example, “a

501(c)3 tax-exempt nonprofit organization,” or “a registered charity listed in my country's directory.
URL field: If proof of nonprofit status is available online

Important reminder! This form does not auto-save so please remember to save often. If you have limited connectivity we recommend you work on the answers offline and then use the form to fill them out.

Applicant information

1. Do you have a [fiscal sponsor](#)?

- Yes
- No

A **fiscal sponsor** is an organization that administers a grant on behalf of a grantee. Individuals, groups, or organizations that wish to apply for funding but cannot or prefer not to administer the grant funds themselves, may request to receive their grant through a fiscal sponsor organization. The fiscal sponsor receives the funds from WMF on behalf of the grantee, holds the funds, and dispenses them as agreed or instructed by the grantee. The grantee is responsible for managing and implementing the funded project. Fiscal sponsorships may be helpful for: (a) new organizations or groups that have not yet incorporated or established a bank account where they can receive grant funds; (b) groups or initiatives that are formed temporarily for a specific purpose; or (c) groups whose circumstances make it hard for a grantee to receive funds directly.

Fiscal sponsorships require two written agreements: An agreement between WMF and the fiscal sponsor. An agreement between the fiscal sponsor and the grantee, using a template agreed upon with WMF. The grantee agrees to provide the fiscal sponsor and WMF with information about the project and may communicate directly with WMF alongside the fiscal sponsor. Grantees do not need to have a fiscal sponsor identified before they submit their request, but should identify one before the grant is approved.

You can [click here](#) for more information on fiscal sponsors.

2. Are you legally registered?

- Yes
- No

Please state if you are registered as a legal entity or group in any of the countries where you implement your work.

3. What type of organization are you?

- For profit organization
- Non profit organization
- Public funded organization
- Other

3a. Indicate other. Please state what other type of organization you are and how you are registered.

4. What is your organization or group's mission and how does it align with the Wikimedia movement?

500 characters limit

We would love to know your mission as an organization. This can be a mission statement, a brief description of the focus of your work, or how your mission is legally registered. Please state how

this mission is aligned with the Free Knowledge Movement and specific connection with the Wikimedia Movement and the [Movement Strategy 2030](#).

5. If you would like, please share any websites or social media accounts that your group or organization has. (optional)

500 character limit

This information would be great to see how you communicate your work. However, it is optional to share these accounts and your proposal does not depend on this.

Grant Proposal

Thank you for all this information to get to know you better. We now want to hear your proposal for this grant.

6. Please state the title of your proposal.

7. Please state the proposed start date

Please use the calendar option to provide the proposed start and end dates of this proposal. The format used is the US date format: dd/mm/yyyy

8. Please state the proposed end date

9. Where will this proposal be implemented? Please select the country (single option).

List of countries (If a translation is needed: [here is the list](#))

10. Indicate if it is an international or regional proposal and if it involves several countries? This question is optional

- Local
- Regional (if regional open a new question to indicate country names)
- International (if international open a new question to indicate country names)

10a. and 10b. If you have answered regional or international, please write the country names, any specific subregions, and any other information that is useful for understanding your proposal and why these geographies are important. 500 character limit.

11. What are the main challenges you are trying to solve and your proposed solution?

1500 characters max

List some of the main issues that you hope to address in your proposal and how an alliance between your organization and the Wikimedia Movement can help address these challenges. Please draw attention to the specific needs of knowledge equity and bringing in underrepresented voices in your context.

12. What is the main objective of your proposal?

500 characters max

A project objective is what you plan to achieve by the end of your **project**. Objectives should be attainable, time-bound, specific goals you can measure at the end of your **project**. Discover more references about developing project objectives by [clicking here](#).

This approach is also known as SMART:

Specific: clearly defined, who, what, where, when, and why.

Measurable: make sure you can quantify the objective.

Achievable: make sure you can accomplish it.

Realistic: Make sure you have enough time and resources to achieve it.

Time-bound: Make sure you determine when.

13. Describe your main strategies to achieve this objective.

2500 character limit

This is the space to describe the main strategies that you hope to develop and the activities related to each strategy. These strategies can be organized as components, programs, or areas of your proposal. As mentioned in the general recommendation, we recommend you take some time to look at some common Wikimedia Movement programs and activities to see how these can connect with your proposed strategies. We also strongly welcome innovations and bringing in new approaches and methods, particularly for engaging underrepresented communities currently not connected to Wikimedian communities in the context where you are working. Ideas around integrating practices of contribution from non Wikimedia movements are welcome.

If your project involves more than one country please tell us where you will implement each activity. You can also mention specific subregions within a country if this is relevant. If your work is related to Editing events, writing contests, and content campaigns you can also review these more [detailed tips and guidelines](#).

14. Are you running any in-person events or activities?

Please state if you are running any in-person events or activities. For more events of more than 10 people, you should follow local health guidelines. For events of more than 10 people, you need to carry out a risk assessment. Make a copy of [this spreadsheet](#) to develop your assessment. Here is a [video explanation](#) of how to carry out this risk assessment.

- Yes
- No

14a. and 14b. If your answer is yes make sure to follow the [COVID-19 Risk Assessment protocol](#). **provide a link or upload** your completed copy of the risk assessment).

15. Please state if your proposal aims to work on any of the identified content knowledge gaps?

Wikimedia has identified knowledge gaps in the **content** on Wikimedia websites and has set a goal to fill these gaps. Several Wikimedia communities have developed initiatives to support this goal. It may be interesting for you to discover which gaps have been identified and what work is being done to fill them. For this purpose, we have provided a partial list of types of content gaps with links to related initiatives. This is not a complete list and others continue to develop over time.

- **Content Gender gap:** content focused on promoting more coverage in terms of the gender identity of subjects. **Existing gap:** the majority of Wikimedia content about people focuses on male subjects. **References:** Several community initiatives such as the [Gender Gap Portal](#), [Women in Red](#), as well as organizations such as [Whose Knowledge?](#) are focusing their efforts to address the gender content gap across Wikimedia projects. View their links to find out more about this important work.
- **Age (recency):** content that aims to address the gap in historical content. **Existing gap:** Researchers have found that, consistently across Wikipedia languages, content is often about more recent events and there is the need to improve the availability of content across different points in time. **References:** [WikiProject Historical Information](#) focuses on identifying and fixing articles that lack historical information.
- **Geography:** content that aims to represent greater geographical diversity. **Existing gap:** geographic coverage is extremely uneven and clustered with a strong bias towards content related to the United States and Western Europe. Within countries, there also tends to be a strong bias towards content in urban areas as opposed to rural areas. **References:** To address this gap, several initiatives across Wikimedia projects aim at increasing content coverage of underrepresented areas such as the [Africa Portal in Wikipedia](#).
- **Language:** contents *and tools* that aim to make Wikimedia projects' contents more available in different languages. **Existing gap:** there is a great degree of difference in size and coverage of different Wikipedia language editions. Furthermore, other projects such as Wikimedia Commons are multilingual by design, however, its captions are mainly in English. Wikidata's labels are also non uniformly distributed across languages, English also being one of the most prominent ones.
- **Socioeconomic Status:** content that aims to represent greater diversity in terms of the socioeconomic status of a location or a person. **Existing gap:** Wikipedia has more content related to western countries with higher Human Development Index. **References:** Initiatives such as the [Cultural Diversity Observatory](#) focus on empowering communities to foster the inclusion of content from marginalized regions into Wikimedia projects.
- **Sexual Orientation:** content that aims to represent greater diversity in terms of sexual orientation. **References:** [Wikidata WikiProject LGBT](#) has been working on expanding well-sourced statements about sexual orientation in Wikidata.
- **Important Topics or Topics for Impact:** content deemed to be especially impactful to readers and important to be of high quality or tools to identify these. **Existing gap:** the Movement Strategy indicates that the community is still missing tools to identify which topics are most impactful in the world. **References:** Initiatives such as WikiProject Vital Articles or All Human Knowledge help in addressing this gap by gathering lists of important and impactful topics that should be present in all Wikipedia editions.
- **Cultural background, ethnicity, religion, race:** content that aims to represent cultural diversity in terms of history, heritage, and characteristics of different cultural groups. **Existing gap:** Cultural identity is a crucial part of the motivation of editors to contribute. Initiatives such as [AfroCrowd](#) aim to address some of these cultural gaps.
- **Not applicable:** Please select this option if your proposal is not connected to any of these global Wikimedia campaigns.

16. Please state if your proposal includes any of these areas or thematic focus.

Please select other thematic areas of your work - such as the issues or sectors you will be working with and/or contents that you hope to develop. Here is a list of possible topics that are important for Wikimedia movement activities.

- **Education:** activities involving and in partnerships with the educational system (parents, students, teachers, schools, Ministry of Education, UNESCO, etc.), that take place in educational institutions or address non-formal education such as WikiClubs and Camps, senior citizen learning programs, or after school activities. For specific guidelines [click here](#) and for more information about [Wikimedia in Education](#) or [here](#).
- **Advocacy:** activities focused on monitoring, informing, discussing, and taking action around policies and decisions that threaten or create barriers preventing people from accessing and contributing to free knowledge. This implies building political, legal, and activist capacities and cooperating on local, regional, and global levels. [Click here](#) to find out more about Wikimedia community advocacy discussions, actions, and decisions.
- **Human Rights:** activities focused on expanding knowledge about human rights more easily accessible for everyone to learn about their basic human rights and how to uphold them. For more information on work in this area, [click here](#).
- **Public policy:** activities focused on influencing policies that promote or limit access to free knowledge, such as access, censorship, copyright, intermediary liability, and privacy.
- **Culture, heritage, and GLAM:** activities that document intangible cultural heritage (such as oral traditions, performing arts, and festivals), or work with material culture (such as paintings, manuscripts, and monuments). These activities are often, but not always, developed in alliance with libraries and other cultural institutions who want to work with Wikimedia to produce open-access, freely reusable content for the public. Strategies that have been used include editathons, datathons, and workshops, making large uploads of content to Commons or Wikidata, Wikimedian in Residence, and organizing photography competitions. Ways to work with underrepresented content include **language** documentation and revitalization; bringing communities of origin into discussions with collection-holding institutions, and modeling intangible culture on Wikidata. For more specific tips and best practices [click here](#) and to find recent examples, view the [GLAM newsletter](#).
- **Climate Change and sustainability:** activities focused on raising awareness around climate change, climate justice, and sustainable development. For some examples click here, [African Climate change editathon](#), [Wiki Meets Sustainable Fashion](#).
- **Open source technology:** technology that is made freely available for possible modification and redistribution and encourages open collaboration.
- **Diversity:** Projects focused on working on promoting topics associated with diversity and the values associated with this. Diversity is understood as both variety and difference in various aspects, such as gender, sexual orientation, cultural, geographical, ethnic, racial, religious, etc, and its presence helps to foster inclusion and equity.
- **Other:** Please include this in your selection if you would like to include other key areas of work that are not included here and in question 21.
- **Not applicable:** Please select this option if your proposal does not relate to any of these areas.

17. Will your work focus on involving participants from any underrepresented communities? Select all categories that apply.

Please note, we had previously asked about inclusion and diversity in terms of CONTENTS, in this question we are asking about the diversity of PARTICIPANTS. Please refer to the guide for definitions and examples.

Participants: The number of individuals who attend or benefit from grantee events, programs, or activities, either in person or virtually as documented in the proposal or reporting. This does not include social media followers, donors, or others not participating directly. Participants that are also involved with an event, program, or activity as an organizer should be counted in this definition.

Please refer to these definitions to select the diversity of contributors that your proposal seeks to include and strive for a more inclusive and safe environment for them to participate:

- **Gender:** inclusion of individuals that represent different genders, particularly those that are underrepresented, such as women, cis and trans identities, amongst others.
- **Sexual Orientation:** inclusion of individuals that represent different sexual orientations, particularly those that are underrepresented.
- **Geographic:** inclusion of individuals from diverse geographic regions, particularly in lesser developed countries or sub-regions within a country that is often underrepresented (i.e rural areas, remote areas, lesser developed areas).
- **Ethnic/racial/religious or cultural background:** inclusion of individuals that represent different ethnic, racial, religious, or cultural groups, particularly minorities and those that are currently underrepresented in Wikimedia projects.
- **Disability:** inclusion of individuals with diverse disabilities, such as cognitive, developmental, intellectual, mental, physical, or sensory disabilities. For an example, click here, [Para-Wikimedians User Group](#).
- **Linguistic / Language:** individuals that represent diverse languages, particularly languages of minority groups that are often underrepresented on a global, regional or national level.
- **Socioeconomic status:** individuals from different levels of education, income, wealth, or employment, particularly those that are underrepresented, such as people from lower incomes and levels of education.
- **Age:** diversity of ages, particularly groups that are underrepresented such as youth and senior citizens.
- **Digital access:** people with diverse access to digital technologies, given different levels of access to adequate infrastructure, resources, and/or skills.
- **Not applicable:** Please select this option if your proposal is not focused on promoting diversity in any of these groups.

18. Please tell us more about your target participants.

Please include any specific requirements to participate and describe your strategies to retain participants after your proposal is implemented. 2500 character limit

Describe how you hope to include these **diverse contributors** mentioned in the previous question. Please state how you hope each group will contribute, for instance, as participants, editors, organizers,

or other types of volunteering work on and offline. Also mention if you hope to include these groups as new readers (users) of Wikimedia projects.

Please mention if there are any specific criteria for participating, for instance, a minimum level of experience to engage in specific activities. For instance, some activities or events may require a certain level of thematic expertise, ie. cultural heritage. Include strategies for recruiting these participants and if you have experience working with these types of participants before. Please describe the strategies you would use to make sure that new contributors **continue participating**.

Finally, if you plan promotional activities, please describe your promotional plan — strategies, and channels to get the word out about your project.

19. Do you have plans to work with other Wikimedia communities, groups or affiliates in your country, or in other countries, to implement this proposal?

Yes

No

19a. Please tell us about these connections online and offline and how you have let Wikimedia communities know about this proposal

1000 character limit

Please tell us more about how you have articulated your work with Wikimedians communities (individuals, affiliates, groups, etc) and how these connections have participated in the development of this proposal. These can be in the locations where you hope to develop your proposal, but also in other countries and regions. If you have used Wikimedia pages to communicate this proposal please provide links to these communications. Examples of places where this can be done include community discussion pages, affiliate discussion pages, or relevant project talk pages, like this one. You may also provide information about external social media channels you may be using to communicate your proposal.

19b. Please tell us the reasons why it has not been possible to make these connections.

1000 character limit. Use this space to tell us more about why this has not been possible, for instance, you may not be aware of the existing Wikimedians communities or forms of communication with them. You can also state whether you would like support to be able to articulate your initiative with their work.

20. Will you be working with other external non-Wikimedian partners to implement this proposal?

Please state whether you will be working with external non-Wikimedia partners. For instance, grass-roots organizations, NGOs, local or national government, international organizations, businesses, galleries, museums, or cultural institutions, amongst others. This does not include Wikimedia affiliate groups (either Chapters, User Groups, or Thematic Groups).

Yes

No

20a. If yes, please describe these partnerships.

We are interested in hearing about your connections to other non-Wikimedia partners and how they will be helping you develop this work and they are important. Please provide details of the organizations you will be working with, the type of partnerships.

20b. If Yes, please Indicate sharing of resources from these partners (in-kind support, grants, donations, payments). 1000 character limit

Please provide details about any resources you are hoping to receive resources from these partners. These can be financial resources or in-kind support in the form of donations, training, use of spaces or infrastructure, etc.

21. Please tell us how your organization is structured.

Please include any aspects that are particularly relevant for implementing this proposal. You can upload a document of your structure below. 1500 word limit

In this space you can provide details about the governance and organizational structure to get to know more about your Organization. Also, please provide details about people within the organization that will be directly involved in the work proposed within this fund.

Upload Documents 

22. Do you have the team needed to support this proposal?

Please list the team and their roles. Provide their Wikimedia username if they have one. Select 3 maximum. 2500 character limit

Please list the team and their roles and responsibilities and if they will be paid, staff or volunteers. We invite you to describe relevant areas of expertise and experience in the team and identify any skills that may be needed for the proposal to be implemented. Please provide as much detail as possible. Include all roles including coordinators, trainers, judges¹ (particularly if you are running contests), communications, administrators, etc. If any of these team members have Wikimedia usernames please provide them.

23. Please state if your organization or group has a Strategic Plan that can help us further understand your proposal.

If you like you can share your strategic plan it would be useful to further understand your work and future perspectives. You can share a final version or a draft version of a plan that is being developed. You have the upload button to do this.

¹ Judges, and other contest leaders are ineligible to receive prizes. Grantees who are serving as judges may not receive gifts through funding.

Yes, if you have one but do not wish to upload it.

No

Upload strategic plan Yes, and you would like to upload it.

Upload Documents +

Learning, sharing, and evaluation

We believe that it is very important to evaluate and learn from our grant projects together. Please provide some ideas of what you want to learn and how you hope to evaluate your work. You can choose the metrics that best describe what you hope to achieve and also propose new ones if necessary. Please use our guide to see clear definitions and examples. Should you need any support, please contact us.

We have provided a list of recommended metrics based on a list of core metrics used in the Wikimedia movement. In the following questions, you will have the opportunity to suggest other quantitative and qualitative metrics if you think that they are important for your work and have not been included.

When thinking about **qualitative and quantitative metrics**, think about what data you would like to collect that would help you learn what you were intending to learn, as well as to measure the extent to which you reached your objectives and goals. It is very important to consider the time, resources, and tools available to collect this data. Please view this short tutorial on thinking about learning and evaluation and tips for establishing metrics and measuring tools. You can also sign up for our learning and evaluation office hours to get support on thinking about your strategy.

Quantitative metrics: are measures of quantities or amounts. Usually measured in numbers, percentages, etc. These metrics usually aim to collect data that can be objectively measured and with good levels of representation (capture all the data or a statistically representative sample). **Example:** # of new participants as a result of the project.

Qualitative metrics: try to measure more subjective factors such as people's behavior, attitudes or judgments, or perceptions about a subject. They are also used to further understand some of the numerical results and dig deeper to understand some of the relations between actions and results and contextual factors that may have influenced this. **Example:** Participants' perceptions about Wikimedia's welcoming environment and desire to continue participating.

Important note: If you have other evaluation frameworks, you can use these to describe your targets and indicators (such as a logical framework that organizes things in terms of outputs, outcomes, and relevant indicators please feel free to share them in the spaces provided or by uploading relevant documents.

24. What do you hope to learn from your work in this proposal?

Describe the main things you would like to learn from this experience that could help you evaluate the results and also adjust and expand your work in the future. You can describe this in a way, and with the level of detail, that best suits you. For example, you can list the questions that you want to ask yourself to see if you achieved the change that you were hoping to achieve or describe the one main thing that is important for you to learn. This will very much depend on the focus of your work and if you are experimenting with new approaches or issues. You can also share learning from past grant experiences or describe your evaluation plan in more detail. 1500 character limit

25. Core Metrics

These core metrics will not tell all the story about your work, but they are important for measuring some Movement-wide changes. Please use these core metrics and describe what you hope to achieve and setting a target, preferably in numbers.

If these core metrics are not relevant to your proposal or you find that they will be difficult to measure please explain this in the space provided. If you have any doubts about these metrics and the tools please contact the Regional Program Officer to work with you on this.

As seen in the image below, in the form you will be asked to describe each metric in further detail and state your target.

a. # participants:

individuals who attend or benefit from the proposal's activities, either in person (offline) or virtually (online). They can participate in a number of ways, it does not only include people editing Wikimedia projects. It does not include social media followers, donors, or others not participating directly. If possible and relevant for your work we encourage disaggregating by:

New participant: first time participating in Wikimedia events.

Returning participant: participant that has participated in Wikimedia events in other projects or activities.

Metric Description

Use this space to describe your metric in more detail if necessary. For instance, you can describe the target participants in more detail or state if there are different targets per type of participant or for each strategy, program, or activity.

Target: In number
write the total number
of participants.

Please use these definitions as references.

Glossary of terms:

- **Participants:** individuals who attend or benefit from the proposal's activities, either in person (offline) or virtually (online). They can participate in several ways, it does not only include people editing Wikimedia projects. It does not include social media followers, donors, or others not participating directly. If possible and relevant for your work we encourage disaggregating by:
New participant: first time participating in Wikimedia events. **Returning participant:** participant that has participated in Wikimedia events in other projects or activities.
- **Wikimedians:**
 - **Editors:** people who edit Wikimedia projects, creating or improving content as a result of grantee activities).
 - **Organizers:** people that make sure that activities can be implemented by providing the necessary time, support, and knowledge. This definition includes persons involved in implementing activities such as planners, coordinators, trainers, teachers, outreach liaisons, advisors, facilitators, publicity leaders, speakers, etc. Organizers can be volunteers or paid staff. We highly recommend you read this document about [Movement Organizers](#) to understand the roles and challenges of organizers within the Movement.
- **New content contributions per Wikimedia project:** contents created or improved. To define this metric, a "content page" is a page in the Main namespace (namespace 0), except on Commons where a "content page" refers only to pages in the File namespace (namespace 6). Example: created 4 Wikipedia articles, improved 12 Wikipedia articles, uploaded 4 images to Commons, and added properties to 18 items on Wikidata. Please see table 1 below for content breakdown references per project.
- **Retention:** This is a complex term to define, given the wider variety of grantee activities and volunteering cycles. Volunteers can actively return every year, for instance in campaigns, or be active on and offline monthly. Also, for many grantees, it is difficult to trace retention of several volunteers when their activities are not online, editing, but helping in other activities such as sharing information through social media, carrying out outreach strategies to potential partners, creating awareness of Wikimedia through local communities and networks, amongst other activities that may be less tangible. However, it is important to think about continued

participation or retention, as an indicator relating to community growth and sustainability. We recommend that grantee partners think of ways that they can define and measure retention. Here are some examples:

- Volunteer organizers that were active in at least one activity on or offline every month
- Volunteer organizers that had been active in previous years' activities and were returning
- **Editor retention:** people who made at least one edit in their first 30 days, the proportion who also edited during their second 30 days. This is a Wikimedia Foundation definition that may be taken into account if relevant to your work and you can measure this.

Table 1: Guide to content type per Wikimedia project

# Content type by individual Wikimedia project	
Wikipedia → encyclopedia	Articles: Articles (namespace name=0 and database_group = 'wikipedia') created or improved
Wiktionary → Dictionary and thesaurus	Entries created or improved
Wikimedia Commons → media repository	Files uploaded
Wikinews → news	Articles created or improved
Wikiquote → collection of quotations	Pages created or improved
Wikidata → knowledge database	Items created or improved
Wikivoyage → travel guide	Articles created or improved
Wikisource → library	Pages/Books created or improved
Wikispecies → directory of species	Pages created or improved
Wikiversity → learning resources	Pages created or improved
Wikibooks → textbooks collection	Proofreading, reviewing, publishing, improving books
Incubator → language versions in development	Content units created or improved Depends on the type of project in the incubator - any of the above

Important note: Here is a brief definition of each of the core metrics provided in the list of existing tools that are commonly used and developed by grantees, but by no means are standardized or ideal to cover all needs, as each has some limitations. The Wikimedia Foundation is working at defining the need for developing better and more holistic tools to facilitate grantees' work. Any feedback you may have on this issue please contact us.

25a. If for some reason your proposal will not measure these core metrics please provide an explanation.

If needed, you can also use this space to make any additional comments or observations about these core metrics. (optional)

26. What other information will you be collecting to learn about the impact of your work?

1500 characters max. This answer is optional

Please provide any other aspects you would like to learn about the impact of your work, this can be across the whole proposal or specific to any strategy or program. You can suggest other metrics or key questions. You can also mention where you would like any support or guidance or may find difficulties in collecting the quantitative or qualitative data you would like to measure.

27. What tools would you use to measure each metric selected?

You can also write that you are not sure and need support.

For each metric selected, please describe the tools or methods you will use to collect that information or data. Please use the table below as a guide of tools currently used by many communities. However, you can also propose other methods and tools. If you do not know any tools or how to collect the information, please mention this so that we can provide the necessary support and training.

Please see **Table 2** guidance on some of the main tools used by Wikimedia communities to measure core metrics. In **Table 3** we also provide a list of possible tools for other metrics that are common in Wikimedia projects, however the tools will depend on what metrics you have selected to learn from your work. The Community Resources team can work with you to best define this.

Table 2: Guide to core metrics and recommend tools

Core metrics	Recommended tools
Number (#) of participants	<p>Main:</p> <ol style="list-style-type: none"> <li data-bbox="690 1297 1461 1507">1. Programs & Events Dashboard (Guideline on how to use) Commonly used for editathons, campaigns, individual projects, etc. Provides an easy way to organize groups of editors who are working on common projects, and to keep track of what they are doing and what they've contributed. Good for new edit events, it has some limitations in terms of design and for more experienced editors. <li data-bbox="690 1514 1461 1724">2. Event Metrics (Guideline on how to use) Enables organizers of events like editathons and content drives to get metrics about those events to understand and demonstrate the scale and impact of their contributions. Wikimedia grantees can use the program to provide grant documentation. Event Metrics works with the following projects: Wikipedias, Wikivoyages, Wiktionaries, Commons, and Wikidata. <p>Other tools:</p> <p>Wikimedia Hashtags tool: Guideline on how to use Built by volunteers. Most accurate tool for working with experienced editors involved in lots of different editing activities. Doesn't support new articles/ images/ items or</p>

	<p>edits on Wikidata.</p> <p><u>Wiki Loves Competitions Tools</u>: tracks Categories on Commons to produce various statistical data sets.</p>
Number (#) of editors	<p><u>Programs & Events Dashboard</u></p> <p><u>Event Metrics</u></p>
Number (#) of organizers	<p>Most organizers count this manually. Include anyone involved in planning or facilitating communications or implementation of the activity.</p> <p>If using the Programs and Events Dashboard, make sure to add all user names of organizers to the event.</p>
Number (#) of new content contributions per Wikimedia project	<p><u>Programs & Events Dashboard</u></p> <p>Other tools:</p> <p><u>Event Metrics</u></p> <p><u>Wikimedia Hashtags tool</u></p> <p><u>Wiki Loves Competitions Tools</u></p>

Table 3: Guide to additional metrics and possible tools

Additional metrics	Possible measurement tools
# of editors that continue to participate/retained after activities	<p>If you do not have a tool or project cycle long enough for capturing this data, if you provide the correct usernames for all editors and Community Resources team may provide some assistance with this analysis in collaboration with the Product Analytics department.</p> <p>The Outreach Dashboard and Event metrics and both can provide information about edit retention:</p> <ul style="list-style-type: none"> * Outreach Dashboard - you can see this number when downloading the overview data. * Even metrics - you can see "retention after 7 days of the event" on the summary page.
# of organizers that continue to participate/retained after activities	<p>No standard tools, this will depend on how you define retention according to your project cycles and your capacity to register the off and online activity of each organizer.</p> <p>If the project involves a small number of organizers this could be done through a short survey that not only asks about continued participation but also levels of engagement and potential growth. The Community Resources team can work with you to provide some tools to develop these.</p>
# of strategic partnerships that contribute to long term growth, diversity, and sustainability	<p>The idea is to not only give the number of partnerships and types of partners but also describe why they are considered strategic because they contribute to your wider goals and because there may be possibilities for longer-term collaboration.</p>

	<p>Possible tools: # of agreements or joints actions carried out</p>
<p>Feedback from participants on effective strategies for attracting and retaining contributors</p>	<p>Could be a survey, interviews, or focus groups.</p> <p>For those interested in this qualitative training the Community Resources team can provide guidelines, tools, and support.</p>
<p>Diversity of participants brought in by grantees</p>	<p>Possible options:</p> <ul style="list-style-type: none"> • Ask participants if they would agree to provide this information when registering. • If participants prefer to protect their privacy, another option would be to gather qualitative data on participants' diversity in terms of demographics. This can be done through selected interviews, observation, or focus groups. For those interested in this qualitative training the Community Resources team can provide guidelines, tools, and support.
<p>Number (#) of people reached through social media publications</p>	<p>Grantees can use several social media analysis tools to do this. The number of people reached can be in various forms, such as # of new visualizations (views), # of new followers, or # of engagements (likes, comments, etc). When reporting it is important to describe what specific metric is being used and this should be for publications related to the work developed within the proposal.</p>
<p>Number (#) of activities developed</p>	<p>Activities include all the activities mentioned in the proposal. These can be registered in several ways within each grantee's project monitoring tools. If you would like to see some examples, please reach out to the Community Resources team.</p>
<p>Number (#) of Volunteer hours</p>	<p>The number of hours of volunteering developed by different types of contributors (editors, organizers, or other volunteering activities). These can be registered in several ways within each grantee's project monitoring tools. If you would like to see some examples, please reach out to the Community Resources team.</p>

28. How do you hope to share these results so that others can learn from them?

You can select multiple options

Learning from our movement and sharing knowledge is an important part of supporting current and future volunteers and organizers. Please think about ways in which you would like to contribute by sharing your experience and learning by selecting from the list provided. Sharing what you have learned in your project is highly encouraged, but it is not obligatory and your funding will not depend on this.

If you feel that you do not have the capacity or resources to share your experience, you can request support and talk to the Community Resources team. The Community Resources team will also support training workshops and one on one peer sharing initiatives, offering help to connect grantees and support the session structure.

- Create a video of our experience
- Make a short presentation of the experience
- Create a training workshop to show others what we learned
- Share results on social media
- Share results with our communities
- Participate in one on one peer sharing sessions with other grantees
- Develop learning material for other users
- Share it on [Meta-Wiki](#). For more information click on the link.
- I would like to receive support from the Foundation to discover how I can share my learning
- Other

Financial proposal

29. What is the amount you are requesting from WMF?

Please provide this amount in your local currency. If you are thinking about a multi-year fund, please provide the amount for the first year.

29a. What is this amount in US Currency (to the best of your knowledge)?

Please provide the amount in US dollars using the conversation rates that you generally use in your work. We recommend using oanda.com.

30. Select Currency (local)

Select from the list of currencies

31. Please provide a budget for the amount of funding requested.

You can use this space to describe your expenses in the level of detail that you think is important to fully understand your financial needs and expenses. Alternatively, you can upload your budget as an additional document. We recommend using [this template](#). If you use the template, please remember to make a copy of the sheets to work on your budget and give us access to it in Google Sheets once you have uploaded it here. You can also modify your copied version of the template according to the level of detail you think is necessary to provide. You are free to use any other budget formats too. 1000 character max

32. Optional: please upload the budget for the amount of funding requested.

33. What do you do to make sure there is a good management of funds?

1000 character max

We are interested in hearing more about your governance, organizational capacities, and processes to make sure there is good management of funds and accountability.

34. How will you contribute towards creating a supportive environment for participants using the UCOC and Friendly Space Policy?

1000 characters max

Last, but most importantly, these are two key missional policies that seek to guarantee positive and collaborative dynamics within the Wikimedia movement and positive, safe, and healthy environments for anyone who joins (and wants to join), free from harassment and prejudice. Please take some time to go over them and think about how you are hoping to contribute towards them with your work in this proposal.

35. Please use this optional space to upload any documents that you feel are important for further understanding your proposal.

(optional)

Upload Documents



36. I verify I have reviewed or added my banking information.

37. I have read the WMF Friendly Space Policy and Universal Code of Conduct.

Please make sure to read these documents and reflect on how your work is going to contribute to them. By submitting your proposal/funding request you agree that you agree with the [Grant Application Privacy Statement](#), [WMF Friendly Space Policy](#), and the [Universal Code of Conduct](#).

Thank you for your time and your ideas. We will be sharing feedback on your application.