

Funding and Grantee Programming and Intended Impact: LAC¹ Wikimedia Funds, 2022



I. Introduction

The goals of the new funding strategy are to align grants to the strategic direction, decentralise decision-making with a regional focus, increase funding and support to underrepresented communities, and provide support beyond funding, such as creating spaces for peer learning. The new funding strategy emphasizes learning, partnership, and iteration which has informed our approach to reporting. This year we are developing three reports based on the information that we have collected and hope to use these to reflect with grantee partners and Regional Funds Committees: 1. [Funding distribution report](#), 2. Grantee programming and intended impact, 3. Learning and feedback from applicants and Regional Funds Committees about the new strategy and necessary iterations and adjustments.

This document is a regional summary of parts 1 and 2 of the report and its objective is to serve as an input for the collective reflection during our LAC learning session. Our discussion will be focused mainly on grantees' programming and intended impact, but at the end, a summary of the funding data is included.

This learning session is part of [Let's Connect Peer Learning program](#) and is intended to be an open, safe and engaging place to share reflections amongst peers that can support our collective work and regional analysis.



¹ This region includes **Latin America**: Argentina; Chile; Colombia; Mexico; Bolivia; Brazil; Ecuador; Venezuela; Peru; Uruguay; Belize; Costa Rica; El Salvador; French Guiana; Grenada; Guatemala; Guyana; Honduras; Nicaragua; Panama; Paraguay; Suriname. **The Caribbean**: Haiti; Anguilla; Antigua and Barbuda; Aruba; Bahamas; Barbados; Bonaire, Saint Eustatius and Saba; British Virgin Islands; Cayman Islands; Cuba; Curaçao; Dominica; Dominican Republic; Guadeloupe; Jamaica; Martinique; Monserrat; Puerto Rico; Saint Lucia; Saint Martin; Saint Vincent and the Grenadines; Saint-Barthélemy; Sint Maarten; St. Kitts and Nevis; Trinidad and Tobago; Turks and Caicos Islands; Virgin Islands (US).

Other regions: **Middle East and Africa (MEA)**, **South Asia (SA)**, **East, Southeast Asia, and Pacific (ESEAP)**, **Latin America and The Caribbean (LAC)**, **United States and Canada (USCA)**, **Northern and Western Europe (NWE)**.

II. Grantee's self-reported intentions in terms of strategies and impact

Main challenges grantees want to address

- In terms of Movement wide-challenges: Grantees are concerned about their **limited or diminishing volunteer base**. Their programming seeks to expand and diversify the existing volunteer communities, whilst maintaining the existing engaged communities. It is often seen as a difficult balance.
- Despite the focus on **underrepresented groups**, a word cloud analysis shows that editor, content and Wikipedia still are predominant in the narrative, whilst words related to diversity or inclusion or specific underrepresented groups are lower².
- Grantees, particularly in MEA and LAC (particularly affiliates) see **greater geographical presence**, beyond urban centres and main cities as a challenge to address.
- Grantees want to grow and diversify content in line with the Movement Strategy focus on **Knowledge Equity**, and also work with partners to position Wikimedia projects as a *service* for their institutions to widen public access to open knowledge.
- Additional movement-related challenges are, raising awareness of the value of Wikimedia and free knowledge, building organisational capacity³ and partnerships that support grantees' strategic goals.
- Grantees are also concerned to address wider **societal challenges**. Issues such as the Freedom of information and media systems, open access policies. Particularly important for LAC region is tackling the proliferation of "toxic interaction environments in large social networks"⁴; and the systematic exclusion of access to quality content.
- **Likewise, addressing global issues through access to better information** (particularly in the LAC and MEA regions) and **addressing knowledge injustices** by empowering content creation in underrepresented communities, preserving culture and heritage, re-writing histories and working with a decolonisation framework.

Strategies

Geographical scope

- 12 grants in the LAC region claim to be local (mostly focused on programming within the country), 1 aims to be regional⁵ and 1 international in scope⁶.

² The word Diversity and Inclusion appear 55 times in over 30.000 words describing the main challenges. Likewise, the words Indigenous (12), Black (7), and race (2) appear a few times, despite the focus on diversity.

³ Improving their own organisational capacities and human and financial sustainability is also linked to grantees prioritising Movement Strategy recommendation 1 (**Increasing the Sustainability of the Movement**) in their work.

⁴ Wikimovimento Brasil (Wikimedia Brazil)

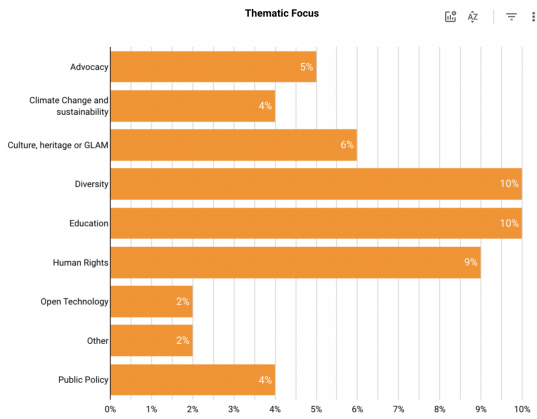
⁵ 1 General Support Fund that involves Colombia and Venezuela.

⁶ 1 General Support Fund that aims to involve Angola, Brasil, Cabo Verde, Guiné-Bissau, Macau, Moçambique, Portugal, São Tomé e Príncipe e Timor-Leste.

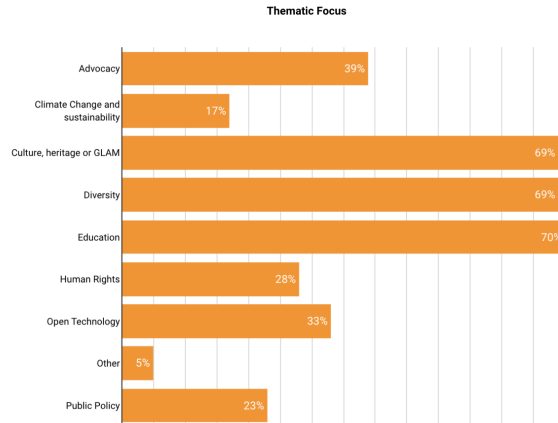
Thematic focus

- The leading strategies to address these challenges focus on programming related to **Education (70% of grantees), Culture & Heritage (69%), and Diversity (69%)**.

Graph 1: LAC thematic focus
(the % if for the overall number of grantees globally)



Graph 2: Overall tendency for grantees in all regions

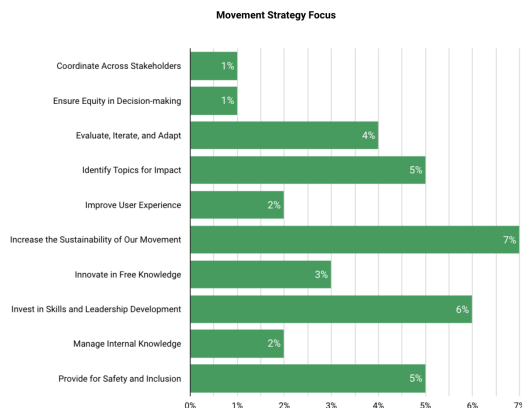


It is interesting to note differences between the LAC region and overall tendency, for instance, the higher prioritisation of human rights. In fact, it is the only region where human rights appear in the top three priorities.

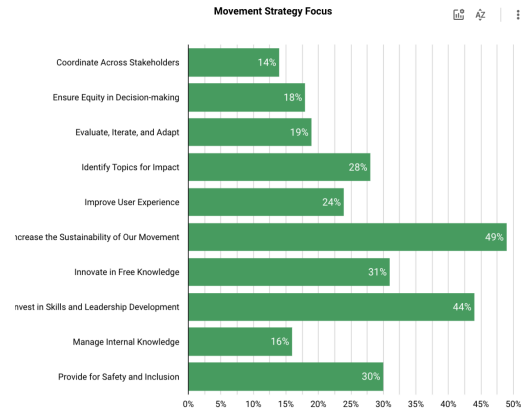
Movement Strategy priorities

- In terms of Movement Strategy, the leading goals of programming are **Sustainability of the movement** and **Leadership & Development**. Grantees have requested better collective frameworks and guidelines to understand how movement strategy recommendations can be implemented in their programming and funding priorities.

Graph 3: Movement Strategy priorities in the LAC region
(the % if for the overall number of grantees globally)



Graph 4: Overall tendency for grantees in all regions

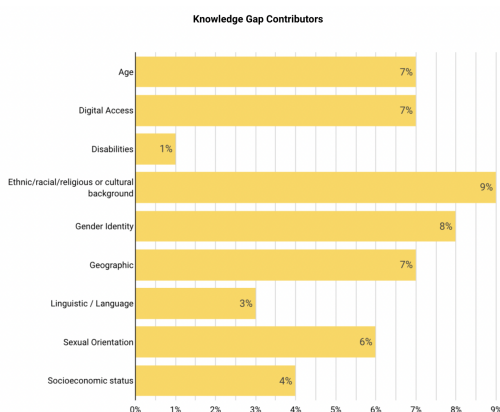


It is interesting to note differences between the LAC region in comparison to the global average. LAC has focused/prioritized more Topics for Impact and Safety and Inclusion than other regions and less on Equity in Decision-making or Coordinate Across Stakeholders.

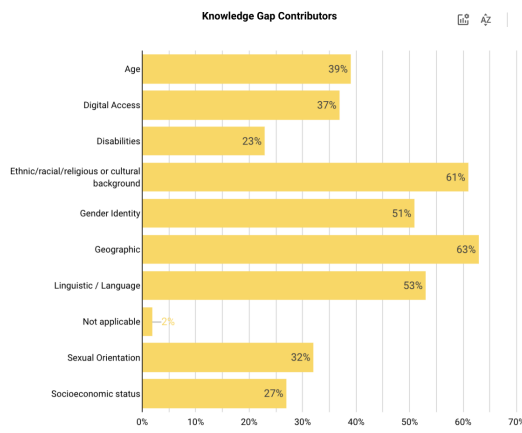
Contributors: Growing, diversifying, and sustaining

- Recruiting new contributors is one of the main goals for 65% of grantees. There is a growing focus on underrepresented groups, prioritising diversity in terms of **geography, ethnic, cultural, racial, or religious backgrounds, and language**.
- Grantees describe gender representation as a priority in their narrative, however, it is only a top 3 priority in CEE, LAC, MEA and SA. In LAC there is also more focus on sexual orientation.

Graph 5: Contributor gap priorities in LAC (14)



Graph 6: Overall tendency (100)



- **Education and Culture, Heritage and GLAM**, continue to be the top programmatic areas, with more than 60% of grantees placing them as their top priorities.
 - a. **Educational programs** prioritise broader awareness and literacy skills outcomes, however, grantees expect these efforts will also bring in new editors through teacher and student engagement and it would be interesting to further measure if this is the case. Given the interest of new organisers that have come from educational programs and [train-the-trainer program](#)⁷, the greater value may be in creating a community of organisers that can multiply awareness-building work. In the LAC region, there have been important efforts to adapt educational materials to local contexts and languages, as well as work with teachers and educational institutions in more rural areas⁸.
 - b. **Culture, Heritage & GLAM** is seen as an entry point for professionals to become active organisers (particularly librarians), potentially bringing in their own networks. There is a growing trend to offer wider, more **structured training in areas of interest to professional groups or activist networks**, combined with Wikimedia-related skills. In LAC, it is seen as a gateway to engage GLAM professionals, whilst supporting them in their advocacy work, particularly around

⁷ Training of Trainers (ToT) program aims to support community members to become Certified Trainers of "Reading Wikipedia in the Classroom". It is currently in its third cohort and has certified over 50 trainers.

⁸ Asociación Civil El Faro Digital and alliances fund in Argentina with the aim of co-creating training courses in MIL skills in rural contexts. Wikimedia Colombia is working with the Ministry of Education to adapt the RWIC and pilot access to Wikimedia projects through offline solutions (Kiwix + Red Local Kimera).

open and free knowledge and decolonising approaches. Long-term partnerships seem to evolve when there is more ongoing collaboration through Wikimedia-in-Residence roles, and when digitizing, adopting open access and uploading becomes part of partners' institutional strategies and funding.

- c. **Campaigns around topics of interest** (such as gender, climate, and human rights) are seen as a straightforward **entry point** for activists to collectively engage with the movement. A few campaigns are focusing on reviewing their criteria and outreach to be more equitable, diverse, and inclusive in their engagement of underrepresented groups and geographies, as well as, the way content is represented and used. This is the case of Wiki Loves Monuments and Art+Feminism.
- Some grantees are starting to **question the value of one-off edit-a-thons/workshops** and are keen to discover new ways of engaging contributors, by exploring approaches, such as ongoing activities that can engage organised collectives, offering professional development opportunities, and shorter events that can engage more time-restrained audiences, but that can lead to continuous micro-contribution tasks.
- In LAC involving human rights, feminist groups, journalists⁹, and climate change **collectives** have been a growing tendency to bring in new networks of contributors, and enhance efforts to write about underrepresented knowledge and tackle misinformation through the use of Wikimedia projects.
- Some grantees are trying to mobilise activities **across programs** i.e. education and GLAM, this transversality can prove more cost/effective, prevent silos, and be exciting for contributors.
- Many grantees view bringing in **new organisers and retaining these** as a more relevant aspect than focusing on editors. More organisers means more opportunities for newcomers to find a supportive path into the movement. 89% of grantees set a target for organisers. A key challenge is how to create **skills development paths** for organisers' and give them the necessary on and offline tools to multiply their work. However, most affiliate-led training and programming is still editing-centered.
- There is a clear need for more understanding of different audiences and possibly, **creating different volunteer paths/journeys**¹⁰, and having a **volunteer management system to track** these effectively - this involves not only technologies to do so (like a movement-wide CRM)¹¹, but also investing in staff/team's skills, time, procedures and resources to do this. This also involves the longstanding issue of having accessible tools to **measure retention**.
- **Addressing harassment** and creating **safe environments** is recognised as key in newcomer engagement, as well as Movement Strategy and Universal Code of Conduct.

⁹ Cooperativa de Trabajo Periódicas Limitada is an alliances fund in Argentina that seeks to co-create workshops and guides for journalists to write articles that contribute to Wikipedia and Commons with a gender and human rights perspective. Red de Periodistas Sociales - Periodistas a Pie Asociación Civil is an Alliance Fund in Mexico also focused on working with journalists to address misinformation.

¹⁰ Wiki in Africa, Wikimedia Poland and Wikimedia Canada are interesting examples. Wikimedia Chile is also trying to further understand their audiences and the best ways to support different contributor journeys.

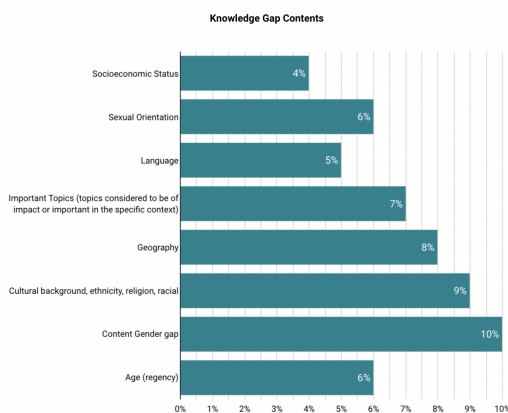
¹¹ Customer relationship management (CRM) are traditionally known as technologies for managing relationships and interactions between customers and potential customers, but that have extended to social management and movement systems. There is a need for a collective infrastructure rather than each organization developing a fragmented set of tools to communicate and track contributors.

- However, only **15%** mention something related to this area in the strategy description. This requires greater prioritisation and resource investment - training in skills and mechanisms that address these on a cultural and procedural level, and involve long-term editors and administrators.
- Those that *do* mention developing specific strategies in their community programs to promote safe environments for newcomers try to find ways to make long-time contributors or on-Wiki admins more sensitive to newcomers' needs and support. Others are doing specific training in areas related to stress and interpersonal conflicts and conflict resolution.
- **Grantees also reference a number of other open issues to think about:**
 - Should youth be more of a priority?
 - Should we be thinking about incorporating more effective social media and communications strategies? Grantees recognise the importance of social media, but few have detailed strategies to reach and target new audiences.¹²
 - How to guarantee easy, exciting, and diverse ways for contributors to engage? In the words of one grantee "a low *barrier to participation and a high level of continual excitement*".

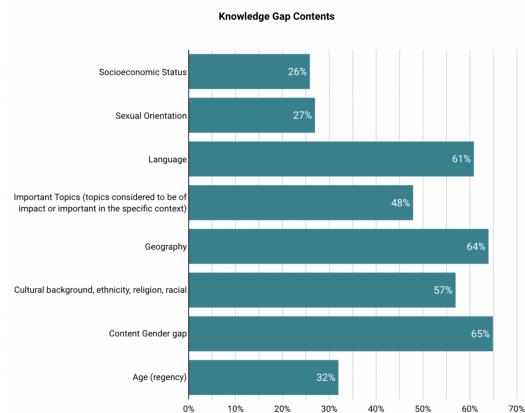
Content contribution

- For 60% of grantees, content contribution is one of the main focuses of their work. Grantees prioritise content gaps related to **gender, geography, and language**. Less prioritised are those related to socio-economic status¹³ and sexual orientation. There are some regional variations, with contents relating to cultural/ethnic diversity more prevalent in the MEA, LAC, and SA regions.

Graph 7: Content gap priorities in LAC (14)



Graph 8: Overall tendency (100)



- While 70% of grantees are working on more than 2 to 3 projects, **Wikipedia is still the central focus**¹⁴ for 80% of grantees. Overcoming its poor reputation in educational contexts is seen as a key challenge.

¹² AfroCrowd which is seeking to collaborate with social media groups and local key persons to bring in newcomers.

¹³ Wikimedia Colombia and Wikimovimento Brasil are two grantees in the region prioritising this.

¹⁴ The word Wikipedia appears 186 times when grantees talk about the change they want to bring about, Wikidata appears 54 times, Commons 22 and Wikisource 8.

- There is a growing interest in **Wikimedia Commons¹⁵ and Wikidata¹⁶**, as tools to *service* key partners by digitalizing and making them more accessible. However, there are challenges with measuring the use/quality of these contributions and documenting case studies.
 - Grantees seek to build capacities to use Wikidata, rather than the number of contributions. Wikidata is seen as an opportunity to open up public library resources, particularly on information about the culture and context. Partnerships are a key aspect of Wikidata.¹⁷
- A small group of grantees are working on **smaller Wikimedia projects**, mostly newer grantees in underrepresented communities in SA, MEA, and LAC. They are seen as easier entry points for knowledge equity because they allow contributors to work with primary sources, such as archival documents, images, and audio-visual material. However, there are ongoing questions about the readership scope of this content and some uncertainty about future Movement-wide investments in these smaller projects.
- Some of the **more common strategies** to mobilise content are
 - **Campaigns (55%)** that provide structure, straightforward tasks, and connection to organised interest groups.
 - Content-building events with training: **Edit-a-thons are still the main method**, despite questions about their effectiveness.
 - **GLAM partnerships (69%)** to digitalise and open collections. In LAC content contributions with Wikimedia are seen as an opportunity to engage with issues that are not yet receiving widespread public attention or funding, such as digitalisation, conversation, decolonisation or concepts such as visual literacy.
 - **Educational partnerships** (70% state it is a top strategy, but 40% mention working with the formal educational sector) are more focused on building awareness, but also state the desired outcome in terms of content contribution.

Some less common strategies:

- **Content-specific campaigns** are a way that many grantees seek to mobilise content contributors from underrepresented groups.¹⁸ Some grantees in the region are experimenting with small actions that can be done over a course of time and linked to more training and support¹⁹ and mobilising around topics that are of interest to specific communities or professions - such as human rights, climate change, academic research, and scientific knowledge²⁰.
- Grantees are also seeking to **decentralise content contribution initiatives**, by encouraging more individual/group organiser-led initiatives through micro-grants or by offering logistical support.

¹⁵ Seen as an opportunity for digitising knowledge - particularly with GLAM institutions or professions (such as photographers). Also to diversify the way knowledge is shown - incorporating more audio-visual resources. Quick and engaging entry point for newcomers.

¹⁶ As a new opportunity to showcase the value of mass open / free information, particularly with GLAM partnerships.

¹⁷ Wikimedia Sweden and Wikimedia Czech Republic is an interesting case of partnerships for Wikidata contributions, the former with international NGOs and linked to gender gap).

¹⁸ Wiki Ocupa in Brazil is an interesting example.

¹⁹ Wikimedia Argentina, Uruguay, Brazil (Theory of History work in Universities)

²⁰ Wikimedia Mexico, are doing this by creating events/training that is more broadly related to the free knowledge /digital access interests (particularly related to gender participation) and hoping to attract collective groups of newcomers through these.

- **Decolonisation approaches:** Some larger affiliates, with the inter-regional scope, are working on content that has been underrepresented with a lens of decolonisation²¹.
- **Adapting content creation methods to community dynamics:** A few newer grantees in the region are tailoring content contribution methods to work with underrepresented groups, such as indigenous communities, combining collective and individual on and off-line spaces to co-create knowledge²².
- **Engaging in content research:** a few grantees include research within their strategies to define knowledge content gaps or around topics related to reliability and sourcing, with discussions around the inclusivity of reliable sources guidelines.

Raising awareness and acting as key pieces of the “movement infrastructure”

- Many grantees, particularly affiliates, believe their work goes **beyond content and contributors**. They play a crucial role in **raising awareness of the value of Wikimedia and Free Knowledge**, bringing in partners to the Movement’s work. The ongoing challenge is how to show the scope and impact of these efforts.
- Grantees focused on educational programs are doing awareness-raising around Wikipedia as the world’s most open educational resource and a pedagogical tool to help develop media, literacy and information skills. This is complex advocacy work for several grantees, particularly those working in certain regions where negative views of Wikipedia are widespread in the formal educational sectors²³. Grantees working within this RWIC are starting to adapt the program to local languages and contextualising resources and training for teachers. The LAC region has been important in this work²⁴
- Some of the common strategies involve **developing workshops or presentations** with a variety of stakeholders such as libraries and cultural institutions, government bodies, non-governmental organisations, and educational institutions. The continuity and scope of these activities can often be limited to the grantee team’s capacity to follow up on the results of these activities and measure the impact, for instance on changes in perception or practices within institutions.
- Grantees, particularly in contexts where funding for libraries and/or cultural institutions is more complex, call for **more introductory contextualized, updated, and research-based case studies** and materials to support this advocacy work, as affiliates may find themselves alone in this task of finding, documenting, and presenting these cases.
- Other grantees, go beyond general information-sharing and are supporting institutional partners, particularly libraries and/or cultural institutions, to embrace open access

²¹ Wikimedia Argentina in their GLAM work.

²² The grant project in Colombia aims to carry out activities with Wayuu women teachers to co-create articles in the Incubator of Wikipedia Wayuunaiki, with a collective approach to selecting topics and creating articles. Working in groups is emphasised as a central part of the Wayuu culture - “Yanama” meaning “*working in groups with social benefit*”. Wayúu knowledge is mostly seen as collective and oral, which implies conversations between women editors when they are creating and reviewing articles.

²³ This is repeatedly highlighted in the LAC and CEE regions, but is an issue faced by grantees across regions.

²⁴ Wikimedia Colombia, Wikimedia Mexico and Wikimedistas de Bolivia.

practices. This involves **training on intellectual property, copyright, and digital rights** and participating in national debates on policies related to these issues.²⁵

- **Promoting new spaces for discussion and advocacy of open access public policies:** There are some institutionalised efforts that have been ongoing in the NWE, CEE, and USCA region, and grantees request more technical support from the Foundation to communities in this area. It may be interesting to explore courses on open access for professionals in different sectors, and even seek to include this in law courses as students may be important advocates for this in the future.
- **Raising awareness about knowledge equity and topics of impact:** Other grantees working in areas related to human rights, decolonisation, culture & heritage are working on raising awareness around these issues and their connection to the free knowledge ecosystem, and they do this through a series of strategies, such as structured campaigns, partnerships, and communications, and training opportunities.
- Many **affiliate grantees** see their value as key “connecting infrastructures or nodes” for Wikimedians communities within their regions and with the network of global affiliates. It would be interesting to further understand how they are providing this service to community members, particularly those who are not currently members of the organisation or closely connected to it - often “long-time” editors. Also, how they are investing in capacity-building and peer sharing with other affiliates as part of their main strategies.

Building organisational capacity

- Despite being a challenge/issue that grantees want to address, only **38% of grantees** explicitly describe specific organisational capacity strategies within their proposals. Much of the “training/skills development” initiatives are targeted at the wider contributor community, and strategies and investments focused on internal training are less explicit.
- Some **common strategies** amongst grantees are developing longer term planning²⁶, empowering decentralised groups or organisers²⁷, and measuring internal processes and procedures to see effective and sustainable program delivery. Another common strategy is **expanding staff or volunteer teams in key areas such as** educational, and GLAM program managers. Some grantees are concerned about improving recruitment practices and staff management and a minority are thinking about DEI practices²⁸.
- Less common strategies are working on **governance and leadership change**²⁹, **staff/team welfare, and volunteer management capacities and communications skills**.
- Many newer affiliates or groups, or those in contexts with smaller population sizes or active communities are interested in exploring organisational models that are suited to

²⁵ Wikimedia Chile and Wikimedia Argentina.

²⁶ For instance, Wikimovimento Brasil, Wikimedia Chile, Wikimedia Mexico.

²⁷ For instance, Wikimedia Chile, Wikimedia México, Wikimovimento Brasil.

²⁸ Whose Knowledge is a good example, they are looking at hiring a more global team and opening up specific roles such as a “Decolonising Wikipedia Coordinator” and the re-organisation of Art+Feminism international team and Board.

²⁹ Larger grantees that mention this explicitly: Wikimedia Argentina, Art + Feminism and Wikimedia Netherlands. Smaller grantees: Wikimedians of Arusha.

their reality and do not necessarily follow a formal NGO structure or for whom the Wikimedia affiliate model is not primarily the intended path to pursue.³⁰

- It would be important to explore and test new ways of more continuously and impactfully supporting organisational capacity building, either as a component of grants that can be used for training and consultancy or through working with Foundation-funded partner **organisations/service providers with contextual knowledge and expertise**.
- A number of more experienced grantees in different regions that have delivered set programs over the years with continued funding are looking at questions of effectiveness and efficiency. They are reviewing how organisational structures and staff/volunteering capacity and procedures can help learn more about their effectiveness, adjust or introduce new programs or approaches.
- Some grantees conceive building their organisational capacity as having the ability to respond to contextual challenges and opportunities and being more “socially relevant” and responding to different contextual opportunities³¹.

Partnerships

90% of grantees are working with external non-Wikimedia partners³² to develop their work, of which 40% seem to place partnerships at the centre of their work. There is a growing interest in learning from these partnerships and finding ways to better connect to existing agendas and interests in longer-term collaboration, particularly around content contribution, bringing in new audiences in a more sustained way, and awareness-raising/advocacy efforts³³.

Below is a summary of the ways in which grantees see that partners add value, and how many explicitly state that they engage with them in this way.

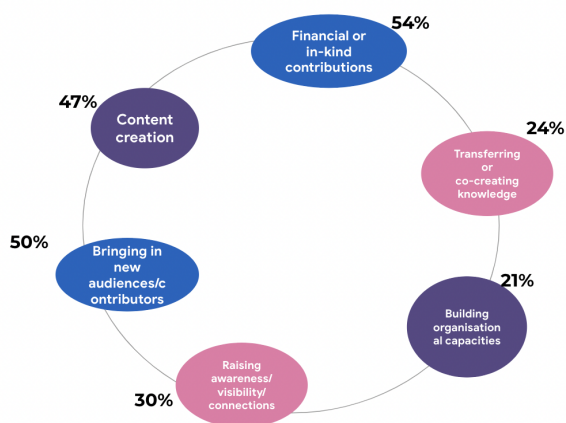
³⁰ Wikimedistas de Uruguay, Wiki iAcción Perú, Wikipedistas en Wayüü

³¹ Wikimedia Argentina

³² These partnerships can be categorised by type of partners (government, NGOs, companies, individuals) and by their type of contribution.

³³ There is variation in types of partnerships per grantee type. Type C grantees often have more longer-term “institutional partnerships” whilst **A and B grantees**, are further defining their priorities and consolidating their programs will be a key for engaging partners strategically. Outreach and follow-up is often difficult given limited staff dedicated to this.

% of grantees that engage in partnerships according to the value they add



Learning and evaluation

A collective challenge!

- There are very interesting questions about what grantees want to learn. Grantees do not want to stick to the “core metrics” around content and contributors. They are striving to tell fuller stories of their impact, particularly their value in **skills development, raising awareness, bringing in key partners, developing future organisers, and acting as key Movement connectors and drivers of Movement Strategy.**
- Many grantees feel they do not have the team, resources, or tools to measure these in more depth and therefore limit themselves to the core metrics.
- We have learnt this year that we have to:
 - Work with grantees to support them in better defining metrics that make sense for them and for their region.
 - Meet different grantees “where they are at” and offer this support without overwhelming them.
 - Include this in capacity-building efforts and prioritise this within the funding.
 - It has been overstated, the Foundation should invest in user-friendly tools to support grantees in this analysis across many editors and content-creation activities. Grantees *do not have the time* to do this on a more manual basis.
 - The Foundation could also propose frameworks and tools to measure capacity across organised groups in the Movement.

Learning questions

What are some of the questions grantees want to learn about as a result of their work? What do they hope to evaluate? Here a sample of interesting learning questions:

Area	Learning question
Contributors	<ul style="list-style-type: none"> • What is the best strategy to retain volunteers? What keeps them returning?

	<ul style="list-style-type: none"> • How to prevent volunteer burnout? How to make them more resilient? • What strategies that effectively engage the academic community (university and graduate)³⁴ • What training strategy yielded the best results? • What are the needs of organisers?
Content contribution	<ul style="list-style-type: none"> • How are contents used? What is their value for readers? • How does the incorporation of a decolonisation approach help to increase the content and participation of underrepresented communities?
Awareness-building	<ul style="list-style-type: none"> • Which strategies work more to promote awareness? • How to retain and maintain strategic partnerships that contribute to longer-term growth, diversity, and Free Knowledge? • How can we better support partners in achieving their goals and needs through Wikimedia tools? • How do our partners perceive our social and cultural relevance?
Capacity-building	<ul style="list-style-type: none"> • What helps us be more cost-effective and cost-efficient? • What are the best strategies for an organization to achieve sustainable institutional growth? • To what extent are we recognised as a learning community, how do we share learning, and what will we do differently now? • How does our work promote the strengthening of regional alliances? How does it increase the diversity of Latin American representatives in the Wikimedia Movement?³⁵

Are we collecting and taking the time to analyse information that will help address these questions?

What grantees plan to measure

Here is a summary of some of the main metrics in the proposals, with some questions about improving ways to capture this data, some important gaps and also open questions about this way data can be presented, so it is useful for grantee’s analysis.

- **Contributors:** Over **80% of grantees** have metrics and targets for the number of participants, editors, and organisers. Less than a third disaggregate data beyond this: **new or existing** (32% of grantees), **retention** (22% have metrics but with different definitions and timeframes)³⁶, **diversity** (11%), and **feedback** of participant’s perceptions³⁷ (21% of grantees but only representing 1.3% of participants) and

³⁴ Wiki Movimento Brasil, Serbia

³⁵ Wikimedia Argentina

³⁶ Wiki Acción Perú is seeking to carry out specific surveys with those that did not return to events.

³⁷ Few organisations have a set target in terms of % of satisfaction from participants. Such as Wikimedia Argentina aiming at achieving 60% of satisfaction.

volunteer hours (14%)³⁸. It will be hard to measure effective strategies and results without more grantees being better supported to measure this.

- Training: 20% of grantees are collecting data on participants' perceptions and a few of them go a bit more in-depth to see if their awareness of Wikimedia changed or if their skills learned will be useful for them in practice (either for contributing to Wikimedia or in other areas of their lives).
- **Content contributions:** Grantees' metrics are mostly focused on the number of contents per Wikimedia project (89% capture these). **35%** disaggregate the type of contribution, **10%** are collecting data to analyse content use/quality³⁹, **5%** disaggregate content targets per knowledge gap.
- **Awareness building:**
 - It would be interesting to discuss what are the specific outcomes we hope to see with this awareness raising and ways to find if the tactics used are effective and how this could be measured.
 - About 30% of grantees explicitly talk about awareness raising as a key outcome in their programs. Perhaps this is an issue of making it more explicit in their desired programmatic outcomes.
 - For those working in educational programs, particularly in the [Reading Wikipedia in the Classroom](#) framework, there are clear guidelines on how to include awareness-raising metrics and tools to measure this, however, more grantees need to formally incorporate this into their grant proposals metrics and evaluation tools.
- **Organisational capacity:** Many grantees feel they don't have the capacity or time to measure some of these organisational aspects. Others may do so, but use this for internal measuring and learning and have not included this in their proposal metrics - although the open metrics space in the form encourages them to do so.
- **Partnerships:** Only a small number of grantee partners explicitly mention metrics related to gathering feedback from partners through surveys or conversations to document learning and communicate this.

An overview of some of the metrics and targets

Contributors:

³⁸ For this metric to be useful in the future, both for internal organisational measurements as well as analysing cross-regional volunteering dynamics, it would be necessary to further discuss the parameters and what the metric could indicate in terms of volunteer dedication/engagement, effectiveness/efficiency, and healthy workload. As with other contributions metrics, having better tools, such as a movement-wide contributor CRM to track off and online contributions would be important to accurately measure volunteer hours.

³⁹ Argentina sets a target for the amount of content with a decolonisation framework with an aim of 30% in the first year of their multi-year grant.

- Grantee partners hope to bring in almost **103K** participants⁴⁰, of which **50%** will be editors⁴¹ and **3%** organisers. It is interesting to note the important number of contributors grantees hope to involve in their work in comparison to these Movement-wide proxy indicators.⁴²
- LAC target for **participants is 14K**, with Argentina contributing 38% and Brasil 26%. The target for **editors is 3K** (21% of the target for participants). Argentina, Brazil, and Mexico contribute 88% of editor targets in the region. Uruguay and Colombia have lower editor numbers, largely due to smaller funds, but also the characteristics of their projects: focusing on organisational capacity and discovering new approaches to work with underrepresented groups. **The target for organisers is 250 organisers**. The average number per grant (20), below the global average (33). Most organisers are from Argentina (40%), followed by Brazil and Uruguay⁴³. Type A grantees such as Haiti and Peru have a lower number of organisers given the size of their communities⁴⁴.

It is interesting to note how grantees' targets compare to Movement-wide data on the % of participants, editors and organisers in each region. The arrow indicates regions where grantees have higher editor targets than the global editor share. MEA and CEE are higher, USCA, NWE and ESEAP lower and LAC and SA are very similar.

Regional comparisons with Movement-wide data

	% of overall funding	% of target editors in grantee-led work	% share of active editors (movement-wide data)
MEA	17%	↑ 13%	3%
ESEAP	11%	5%	18%
LAC	11%	6%	7%
SA	2%	5%	6%
NWE	31%	22%	31%
CEE	11%	↑ 22%	14%
USCA	17%	↑ 28%	17%

The table below shows the share of targets in each region for participants, editors and organisers as an indicator of where regions may be placing more focus in terms of contributors. As highlighted in blue, in CEE, SA and USCA the share of editors is higher⁴⁵, in part because of

⁴⁰ The application guidelines provide this definition of participants: “individuals who attend or benefit from the proposal’s activities, either in person or virtually. This does not include social media followers, donors, or others not participating directly”.

⁴¹ The application guidelines provide this definition of the editor: “people who edit Wikimedia projects, creating or improving content as a result of grantee activities”.

⁴² The Foundation is still working on collecting more precise Movement-wide data for these same contributors metrics.

⁴³ The latter seem to include paid staff in their count.

⁴⁴ Wikimedia México and Wikimedia Chile did not report a number of target organisers.

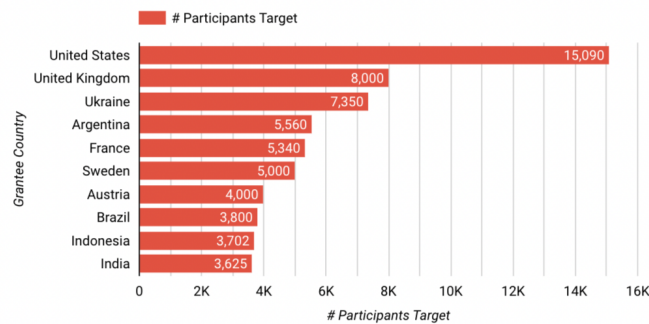
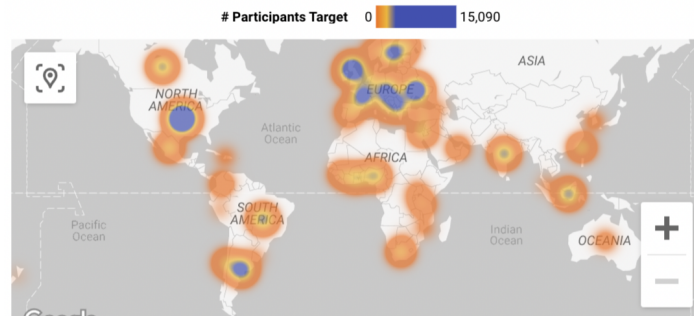
⁴⁵ This is probably due to specific programs, such as Wiki Education, as well as campaigns led in the CEE region.

a few larger grants with programming focused on bringing in editors.⁴⁶ In LAC the participants are higher, as grantees that are focused more on programming aimed at awareness-raising, advocacy, and training, and less on transforming all participants into content contributors (editors). It is interesting to note regions such as MEA and NWE that are placing emphasis on bringing in a higher share of organisers as a means to multiply their work.

Comparison between regional share in the targets for participants, editors and organisers.

	% of target participants per region	% of target editors per region	% of target organisers
MEA	11%	13%	19%
ESEAP	7%	5%	4%
LAC	15%	6%	8%
SA	2%	5%	2%
NWE	32%	22%	40%
CEE	16%	22%	20%
USCA	18%	28%	8%

Another way of analysing the data is by seeing country participation in the target metrics.



How should information/data be presented so that it is useful for you and does not imply unfair comparisons or priorities?

⁴⁶In USCA this is primarily because of Wiki Education Foundation's higher goals for the Wikipedia Student Program and Scholars & Scientists Program and in SA CIS target for editors in multiple programmes.

Importantly, the purpose of these tables is not to rank or value affiliates based on their level of contribution. But numbers can serve to establish useful benchmarks or put some of our metrics in context. Key things to consider:

1. These metrics should always be contextualised to be valued. Grantees with higher funding but a smaller number of participants, editors, or organisers are often making efforts in terms of training or researching and testing new approaches, or bringing in smaller groups from underrepresented communities.
2. These benchmarks may be useful for grantees to review their own targets according to their own historical experience, but also compare with grantees with similar programs, funding, or contextual dynamics. These metrics can be helpful for newcomers that find it hard to set targets.

Finally, it is necessary to work with grantees managing international campaigns to make sure they are evaluating the value of their organising efforts and to ensure there is clarity between when participants are counted by countries participating in the campaign, which also count the participants they are supporting.

Would a more useful method of analysis be based on programming or a categorization of grantee maturity or type. For instance:

Program and grantee-type⁴⁷ analysis:

- **Lower contributors:** 18% of grants are contributing less than 100 participants, these are mostly Alliances Funds and newer type A and B grantees in several regions because they are focused on working with fewer groups but hoping to achieve greater diversity or researching new approaches to work with underrepresented groups and contents⁴⁸. In other cases, they are Alliances Funds, more focused on building capacities, investigating new approaches, training, or advocacy work⁴⁹.
- **Middle contributors:** 32% of grants are aiming to contribute between 100-500 participants. These come from various regions and different grantee types (mostly A and B) and include the rest of the Alliances Fund grantees. The average funding per grant in this group is 60K⁵⁰. Their programmatic work is focusing on a greater diversity

⁴⁷ This is not a definite or absolute classification. It is only an analysis of some common variables (with existing data) that allows us to see if there are commonalities or differences between grantees with some common characteristics. It is not meant to imply that there is or should be an aspiration to move from type A-C. **Type A** includes the individuals or smaller recognised or unrecognised user groups, many are first-time grantees with more project-based initiatives. Those that are recognised will most likely have a tenure of less than 3 years. Will probably be smaller in terms of members (less than 30), and mostly volunteer-run. Many will not have established governance structures (such as boards or governance policies). They may be starting to engage with local or regional partners to develop their programs. (ie. Wikimedia Haiti or Wikimedia Bolivia). **Type B** are recognised affiliates with some grant history that are growing in programs and working towards “professionalising” their organisational structure with a few staff members. Will generally have more than 30 members and might have emerging governance structures and policies. They will probably have a history of 1 or 2 important partnerships that support their programs (ie. Wikimedia Colombia). **Type C** are affiliates (recognised user groups and Chapters) with a longer tenure (+6 years), over 50 members, a history of annual plan grants, operate several programs and include more staff. Many of them have several strategic partnerships, some of them over a course of several years. Most will have boards. Many of them will have activities focused on a regional or inter-regional scope.

⁴⁸ For example the Wikipedistas en Wayüücommunity in Colombia.

⁴⁹ 8 out of the 18 alliance funds bring in less than 100 participants. Shin Leh Yuan Art Space, Investigative Journalists NGO, Hacks Hackers, Inc., Media in Cooperation and Transition (MICT) Tunisie, Cooperativa de Trabajo Periódicas Limitada, Red de Periodistas Sociales - Periodistas a Pie Asociación Civil, Perkumpulan OpenStreetMap Indonesia, Analysis & Policy Observatory (APO)

⁵⁰ The only larger funds are Australia, Ireland, Poland, and WikiJournal (US).

of contributors and/or activities that bring in fewer participants, such as advocacy or unique content or audiences.

- **Larger contributors:** 30% contribute between 500-3000 participants, with an average of 130k of funding. They are mostly the type C grantees in each region, except for some countries⁵¹.
- **Top contributors:** 9% are contributing between 3,000-12,000 participants, and their average funding is 350k, and they mostly type C grantees⁵².
- **Do not yet report:** 11% do not report participants' metrics, either because they are international campaign organisers, or they are still working to define their metrics in a learning and evaluation plan or would prefer not to set targets and focus on reporting these metrics in their final year report.

Content metrics:

Wikipedia: 80% of grantees are planning to contribute to Wikipedia stating an estimated goal of **201K** contents, between improved and created articles. **36%** disaggregate the data, stating whether they will be items improved or created or provide a description of the content.

→ **LAC** aims to contribute 11.6k representing **6%** of the global target for content on Wikipedia, with an average of 1K contents per grant⁵³. Those contributing above the average are larger grantees (type B and C) such as Wikimedia México (43%), Argentina (20%) and Brazil (17%). Likewise, those contributing less, are with Alliances Funds more focused on awareness or advocacy with important audiences such as journalists⁵⁴, or smaller user groups with smaller content contributions but focusing on addressing content around gender, ecology⁵⁵, and culture or researching new approaches⁵⁶.

Wikimedia Commons: 61% of grantees are planning to contribute to Commons stating an estimated goal of **1.1M** contents, between improved and created articles. **80%** disaggregate the data to say whether it is new or improved.

→ **LAC** aims to contribute 88K, which is 8% of the global target. There are 6 organisations contributing to Commons in the region⁵⁷. Wikimedia Argentina aims to contribute 79% of the contents followed by Wiki Movimento Brasil with 16%.

Wikidata: 53% of grantees are planning to contribute to Wikidata stating an estimated goal of **1.7K** contents, between improved and created items. 27% disaggregate the data, stating whether they will be items improved or created. There is an increase in the tendency for more grantees to use Wikidata, as a way to link this to Wikipedia and Wikimedia contributions. So it has become a key support structure for other Wikimedia projects.

⁵¹ Colombia, North Macedonia, Spain, and Turkey

⁵² The largest contributors are Wiki Education (US) and Wikimedia UK.

⁵³ Only three grants do not have targets for Wikipedia: Asociación Civil El Faro Digital (alliances fund), and the two projects working in Colombia and Venezuela focused on Incubator and smaller Wikimedia projects.

⁵⁴ Red de Periodistas de a Pie Asociación Civil (Alliances Fund).

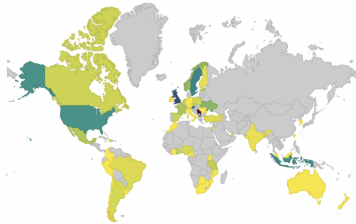
⁵⁵ Wiki Acción Perú

⁵⁶ Wikimedistas de Uruguay and Wikimedia Chile

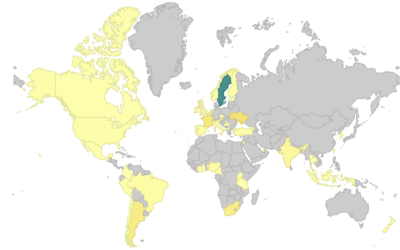
⁵⁷ Wikimedia Chile, Wiki Movimento Brasil, Wikimedia Argentina, Wikipedistas en WayüüW (Colombia), Wiki iAcción Perú, Wikimedia México

→ **LAC** aims to contribute **16.8K** contents, 1% of the global target. There are 6 organisations contributing to Wikidata in the region⁵⁸. Wiki Movimento Brasil aims to contribute 60% of the contents followed by Argentina with 27%.

Map 1: LAC aims to contribute 6% of Wikipedia contents



Map 2: LAC aims to contribute 8% of content on Wikimedia Commons



There are few grantees working on smaller projects. 1 grantee in Colombia (Wayuu community) will be working with Wiktionary and Incubator, Wikimedia Argentina is the only grantee aiming to contribute to Wikisource and a grant in Venezuela is piloting with content contribution on Wikivoyage⁵⁹. There are no grants focused on Wikibooks, Wikiversity, or Wikiquote.

II. Key funding data

The following information is provided as context, however, this will not be the focus of our discussion. For more details about Funding distribution please view the [full report](#). This information includes funding for General support, Alliances, Research, and Rapid Funds.

1. There was an overall global increase in funding (51%) and grants (35%) in 91 countries, 20 more than last year.
 - In the LAC there was an increase of 64% from 856,000 USD to 1.4MUSD to 25 grants⁶⁰.
2. Globally, 82% of grants were approved, with 92% of the requested funding approved.
3. There was an increase in a more equal distribution amongst regions, whilst maintaining growth in the funding distributed in all regions.
 - LAC received 11% of the global funding. Brazil and Argentina are in the top 11 funded countries, receiving around 3% of the global funding each.
4. Intra-regional distribution. In USCA, NWE, and CEE with a concentration of larger affiliates with a long history of grants, intra-regional distribution is more even. In SA, MEA, LAC, and ESEAP this variation is wider with a wider concentration of funding due to fewer countries having a longer grant history and organizational structures.
 - In LAC 3 countries Brazil, Argentina, and Mexico receive 66% of the funds⁶¹. 5 countries receive between 4-10% each, and 2, Venezuela and Honduras, receive less than 1% each. It is also worth noting that language accessibility and outreach

⁵⁸ Wikimedia Chile, Wiki Movimento Brasil, Wikimedia Argentina, Wiki Acción Perú, Wikimedia México, Wikimedia Community User Group Haiti.

⁵⁹ Wiki Small projects (Venezuela) is focused on piloting a content contribution on Wikivoyage.

⁶⁰ 11 General Support Funds, 3 Alliances, 1 Research and 9 Rapid Funds, 1 Conference Fund.

⁶¹ Within this percentage (which equals 735,346), Wikimedia Argentina's increase in funding was 4.46% (from 276,611 to 288,938), Wikimedia Mexico's increase was 88.35% (from 108,838 to 205,000) and Wiki Movimento Brasil's increase was 92.59% (from 125,348 to 241,408).

efforts also facilitated the participation of the first Caribbean and francophone country to receive funding (Haiti).

5. Globally there has been a marked increase in funding to emerging communities (128%) and to middle and lower-income countries (70%). There are opportunities to grow here, particularly in countries that are underrepresented in the Movement, taking into consideration their global internet use and readership. Language accessibility and outreach will be key, as they proved to be important aspects in diversifying the group of newcomers in the last year.
6. Globally, there has been a significant increase in new grantees (40%) and the percentage of funding going to new grantees (160%). The new funding structure has started to diversify the entry points for new grantees.
 - In LAC there were 11 new grantees. 4 entered through the General Support fund⁶². Only 2 former rapid and project grantees transition to General Support Funds in the region, also signaling an opportunity to work with former grantees to see if this work is worth scaling.
 - Given that Rapid funds are an important entry point for newcomers, there is an opportunity for growth of this fund, as well as the Alliances Fund to bring in new approaches that have an impact on knowledge equity.
7. Out of 14 grantees receiving multi-year funding for the first time under the new grants strategy, 1 is in the LAC region with a 3-year funding period.
8. The average funding in the General Support Fund is \$117,000 USD per grant. In MEA, CEE, and South Asia the average is almost half this amount between \$55,000-70,000⁶³. In NWE and USCA regions it is \$210,000-240,000.
 - In LAC it is close to the average at \$106,000 USD per grant, yet the variation is wide from 11,000 to 259,000.
9. Out of the 177 recognised affiliates, 74 affiliates received grants in 2022 (41%). There are opportunities for growth in all regions.
 - In LAC 7 out of 13 affiliates (58%) applied and received grants⁶⁴.

⁶² 3 new grantees entered through the Alliances Fund, 1 through the Research Fund and 3 through Rapid Funds

⁶³ When adjusted for country-costs the difference is smaller, but MEA, CEE, and South Asia are still around 35% below average.

⁶⁴ Affiliates with grants: Wiki Movimento Brasil, Wikimedia Argentina, Wikimedia Chile, Wikimedia Colombia, Wikimedia Community User Group Haiti, Wikimedia México, Wikimedistas de Uruguay, Wikimedia Small Projects in Spanish User Group

Affiliates that received funding in previous years but not last year: Wikimedistas Bolivia.

Affiliates that have not received funding in the past: Muj lheres latinoamericanas en Wikimedia, Wikimedia Venezuela, Wikimedistas de Ecuador, Wikimedistas de Perú.