



# **WIKIMEDIA**

## **POLSKA**

***Report: 01.01.2011 – 31.10.2011***

## **General/infrastructure**

Wikimedia Polska was established on November 15, 2005 and obtained tax deductible status on March 28, 2007.

Number of members: 119 (December 2010), 105 (31.10.2011)

Number of **regular employees**: 2 (secretary, accountant)

Number of **irregular paid staff**: 8 (2 lawyers, audit accountant, 4 professional graphic designers)

**Structure**: The Board: 7 people (head, vice-head, secretary, treasurer, 3 members), Audit Committee (3 members), Arbitration committee (3 members), press officer

The **headquarter** is in Łódź, Tuwima 15 street, rented 20 m<sup>2</sup> office equipped with 3 computers and combo-printer/copy/scanner.

We maintain **two servers**:

**Rented dedicated server from OVH** (<http://tools.wikimedia.pl>).

(Intel i5, 4 x 2,66 GHz, 16 GB RAM, 2x1 TB HDD, 100Mbps network connection, Gentoo 10\_64)

23 users have an account on the machine. The accounts are used for bots operating on Wikimedia projects, and as a storage space for multimedia files before sending them to Wikimedia Commons. Several separate MediaWiki and WordPress based webpages are hosted on the server: Landing page for wikipedia.pl domain (<http://www.wikipedia.pl>), our internal wiki (<http://internal.wikimedia.pl>), internal wiki for Arbitration Committee of Polish Wikipedia, test wiki (for checking and solving problems with template structure in Polish Wikipedia), official blog of Wikimedia Polska, official blog of Polish edition of Wiki Loves Monuments, landing fundraising page (<http://opp.wikimedia.pl>) and official page of Coalition for Open Education (<http://www.koed.org.pl>). The listserv on the server is a home of several E-mail lists: internal admin list of Polish Wikipedia, internal list for Arbcom of Polish Wikipedia, several lists of various wikiprojects, open and internal lists of Coalition for Open Education.

**Our own server** which was obtained as a gift from Qumack Secom company is used mainly as a backup machine for our main server.

## **Financial information:**

### **The structure of revenues**

#### **Revenues from 01.01.2011 till 30.10.2011:**

1% tax: 365 563 PLN ( 106 312 USD)

Other: 10 454 PLN ( 3 432 USD) of which:

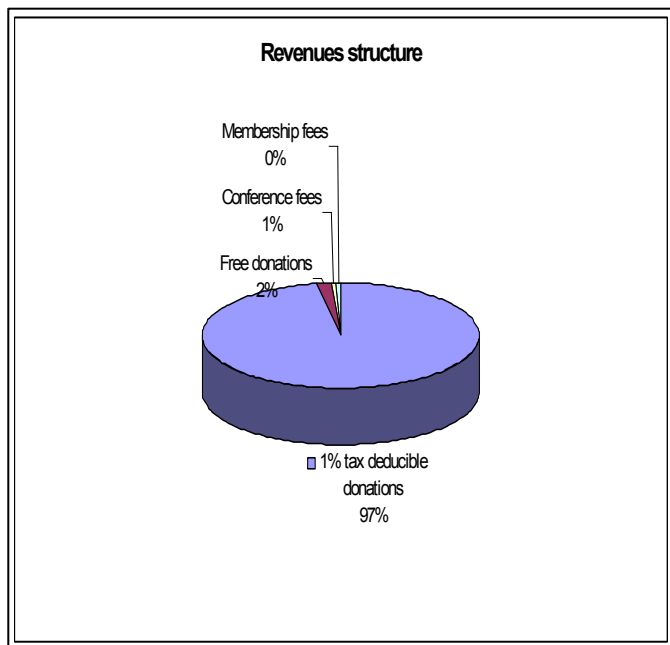
free donations: 5 831 PLN (1 898 USD)

membership fees: 1 823 PLN (598 USD)

conference fees: 2 800 PLN (919 USD)

**Sum: 376 017 (109 744 USD)**

**Comment:** The **main source of income** for Wikimedia Polska is **1% tax deductible donations**. According to Polish law taxpayers can choose **one and only one NGO** with tax deductible status to donate it with 1% of his/her income tax. It is made **via tax form**, which taxpayers have to fill each year from **January 15 till April 30**. Money is not transferred by tax-payer directly but by his/her tax office as a bank money transfer to a **special account** of each NGO. Tax offices have **3 months** to do it after accepting tax form, for which they have one month after receiving it. So, they send money starting from the **May 15 till the end October**, with the peak around **June/July**. At the end of „bank transfer season” the „mother” tax office of the NGO



sends the **overall summary of the income** together with the **list of donors** (usually on CD in Excel spreadsheet file). This can be used to write a „thank you letter” to the donors as well as to keep other forms of contacts with them, but it is **strictly forbidden to publish the list** as well as send it to **any other institution or company**. In order to obtain our „part of the 1% tax cake” we must organize a kind of **fundraising campaign**, which effect is **delayed in time by 4-6 months**.

„1%” money has to be separated from other sources of income and used only for the **statutory goals of the NGO** which are in agreement with special „**public utility regulations**”. Therefore each NGO must have **two bank accounts** and **two separate accounting systems**. We are obliged by law to write and publish **detailed financial and general report** on how 1% donations were spent. The financial report has to be checked and approved by external auditor. We have to publish the “1%” report each year **before March 30**. We publish it on our website as well as on special page of **Ministry of Labor and Social Policy**. It is read and approved by Ministry of Labor and Social Policy. See: <http://pl.wikimedia.org/wiki/OPP> and <http://tinyurl.com/yrja33>

The second source of our income is „**free non-tax deductible**” donations from companies and individuals. The donations from companies **are actively obtained** – usually as a kind of deals for sponsorship of our meetings and conferences.

The other sources of income (membership fees and spontaneous non-tax deductible donations **are meaningless**. Due to various legal reasons we **do not organize individual fundraising campaign** except the „1%” one. Due to the same reasons **we cannot join general WMF fundraising campaign**.

## **The structure of expenses**

### **Office expenses, salaries, other administrative costs:**

26 000 PLN ( 8 536 USD) – salaries for the two employees

5 500 PLN ( 1 806 USD) – cost of the office rent

4 400 PLN ( 1 444 USD) - annual cost of internet domains

7 500 PLN ( 2 462 USD) – cost of the board members trips

15 700 PLN ( 5 154 USD) – other

Sum: **59 100 PLN (19 402 USD)**

**Wikiexpeditions (4 during the reporting period): 28 800 PLN (9 455 USD)**

**International Wikimedia Polska Conference 2011 and Annual meeting of members of the chapter in Wroclaw, March 2011: 47 000 PLN ( 15 439 USD)**

**Wikigrants - microgrants for the editors: 5 300 PLN ( 1 740 USD)**

**International 10-th anniversary of Polish Wikipedia Conference, Poznan, September 2011: 53 000 PLN ( 17 399 USD) - cost of the conference**

**Other events (for example: local meetings, “LabPstryk” etc.): 8 500 PLN ( 2 685 USD)**

**Scholarships for foreigner participants – visitors: 37 500 PLN ( 12 311 USD)**

**Scholarships for Wikimania 2011participants (both Polish and foreigners): 33 500 PLN ( 10 998 USD)**

**Print of book “Maria Curie Skłodowska in Wikipedia” – multilingual edition: 19 700 PLN (6467 USD)**

**Printing of Wikimedia related promotional materials: 5 900 PLN ( 1 937 USD)**

**Wiki Lubi Zabytki –Wiki Loves Monuments ( without awards): 5 500 PLN ( 1 806 USD)**

## International allocation of funds

As Wikimedia Polska cannot legally transfer 1% tax deductible money of Polish taxpayers abroad we support international Wikimedia community in-directly. This year we granted:

4 scholarships for chapter's meeting in Berlin – for our friends from Wikimedia Ukraine and Wikimedia Czech Republic – due to the payment system of WMDE – which simply put all our costs on single invoice it is included in our operational costs.

8 scholarships for visitors for Wikimedia Polska 2011 conference – for our friends from Wikimedia Ukraine, Wikimedia Russia, Wikipedians from Belarus, Wikimedia Czech Republic and Lodewijk Gelauff as an organizer of Wiki Loves Monuments

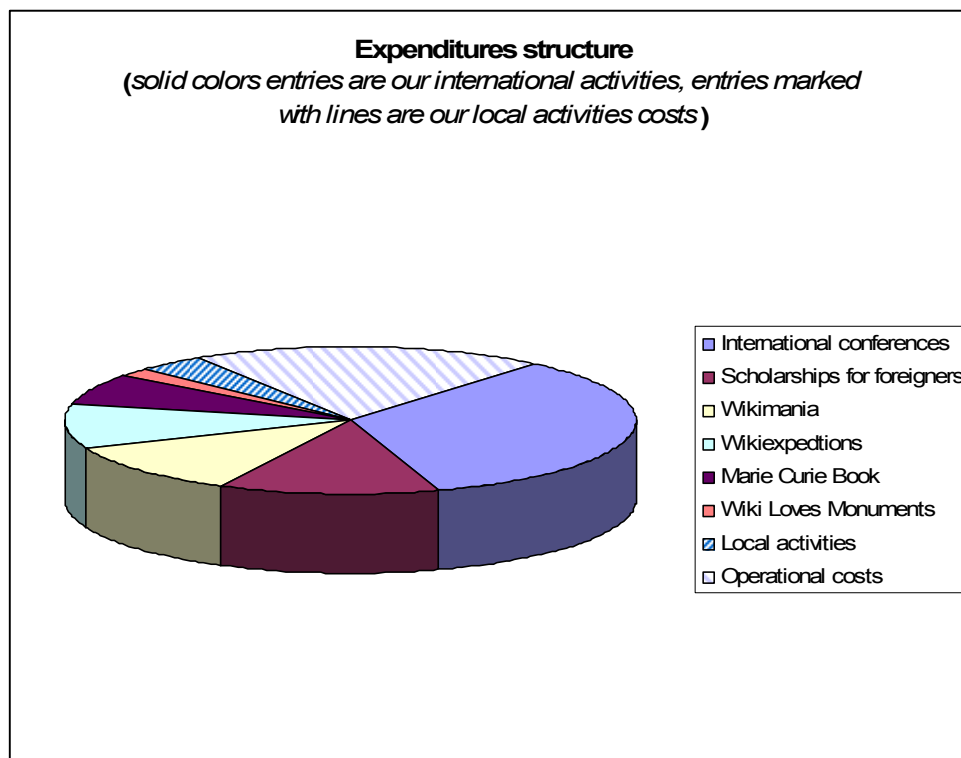
8 scholarships for Wikimania in Haifa.

10 scholarships for visitors for International 10-th anniversary of Polish Wikipedia from Wikimedia Russia, Wikimedia Ukraine, Wikimedia Czech Republic, Wikimedia Slovakia, Wikimedia Belarus and Wikimedia Philippines .

We also supported organization of Wiki Loves Monuments by contributing 5 800 PLN in production and shipment of WLM gadgets, and we are about to print and distribute WLM calendars (1000 copies) for all EU contributing countries.

Many of our activities such as Wikiexpedition, Labpstryk, International Conference Wikimedia Polska , 10-th anniversary of Polish Wikipedia and book “Marie Curie” had also an international impact.

Taking into account all our international activities the structure of our expenditures is as follows:



## **Cash flow/bank balance**

### **Bank accounts balance on 31 DEC 2010**

general account: 8 265 PLN ( 2 713 USD)  
“1%” account: 365 563 PLN ( 120 010 USD)  
**Sum: 373 828 PLN (122 723 USD)**

### **Overall incomes 01 JAN – 30 OCT 2011**

general account: 10 454 PLN ( 3 432 USD)  
“1” account: 365 563 PLN ( 106 312 USD)  
**Sum: 376 017 PLN (109 744 USD)**

### **Overall expenditures 01 JAN – 30 OCT 2011**

general account: 7 545 PLN ( 2 477 USD)  
“1%” account: 286 323 PLN ( 93 997 USD)  
**Sum: 293 868 PLN (96 474 USD)**

### **Bank accounts balance on 30 OCT 2011**

general account: 11 173 PLN ( 3 668 USD)  
“1%” account: 403 081 PLN ( 132 563 USD)  
**Sum: 414 254 PLN (136 231 USD)**

**Comment: We have spent 78.4%** of the money we have raised this year from **1% tax** deductible system and **72.2 % of the other sources** of income at the end of October which is roughly **80% of the year**, so it seems that we probably end up the year with **small, but not very high surplus**. Our general balance at the end of October is roughly **120% of our yearly expenditures**, which, we believe is reasonable “**safety cushion**” for our **self-sustainability**. We need such a “safety cushion” due to the Polish system of 1% tax deductible donations. **The main income from the system flows on our account in the middle of the fiscal year, so in fact for the first half a year we spent previous year funds.**

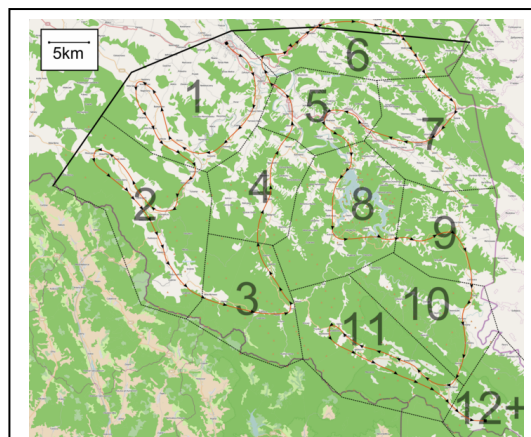
## Activity

### Content creation

**Wikiexpeditions:** <http://pl.wikimedia.org/wiki/Wikiexpedycja>

Wikiexpedition is an expedition to selected area of Poland in order to take pictures of not yet covered in Wikimedia Commons objects (monuments, industrial, cultural and natural species, people etc.), collecting local information (maps, books, brochures) for writing Wikipedia entries, as well as doing some outreach (contacts with local NGOs, National Parks and museums authorities etc.). In 2011 there were 4 expeditions: In Bieszczady Mountains (8 people 10 days traveling by campers and bicycles), in areas around Zamość (3 people, 8 days by car), in Polish Jura region (3 people, 3 days in a car) and Mazovia (2 people, 2 days in one car). Together it produced over 1500 good quality pictures and several hundreds expansions of Wikipedia articles. See:

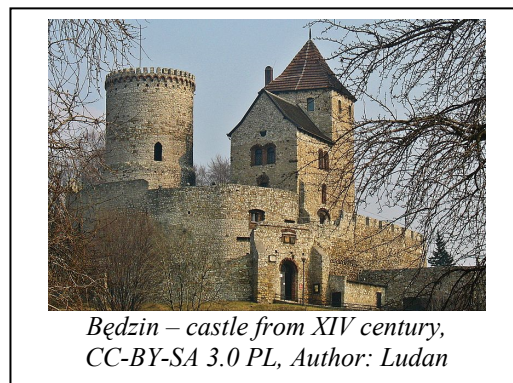
[http://commons.wikimedia.org/wiki/Category:Wikiexpedycja\\_2011](http://commons.wikimedia.org/wiki/Category:Wikiexpedycja_2011)



*Wikiexpedition 2011 rural team plan  
CC-BY-SA 2.0, Author: Yarl, based on  
OpenStreetMap*

**Wiki Loves Monuments:** <http://wikizabytki.pl/>

Polish edition of Wiki Loves Monuments (called Wiki Lubi Zabytki) produced almost 17 000 pictures which placed us in third position after Germany and France. It gathered over 350 new contributors to Wikimedia Commons. It also started the cooperation with several organizations, among others Polish Heritage Institute, which donated us a complete and up-to-date list of monuments. A side effect of the WLM in Poland was creation of the search engine for monuments based both on the data from Polish Heritage Institute as well as data collected in Polish Wikipedia and Wikimedia Commons. Wiki Loves Monuments in Poland was officially supported by Ministry of Culture.



*Będzin – castle from XIV century,  
CC-BY-SA 3.0 PL, Author: Ludan*

**Wikigrants:** [http://pl.wikimedia.org/wiki/Wikigranty/VII\\_edycja/projekty](http://pl.wikimedia.org/wiki/Wikigranty/VII_edycja/projekty)

Wikigrants is a local micro-grant system to support wikipedians with books and other necessary source materials for editing Wikipedia, some equipment (scanners, cheap cameras) as well as covering travel, museum and copying costs. This year we started 7<sup>th</sup> edition of the Wikigrants. 16 grant applications were submitted of which 2 were rejected, 5 are just successfully finished, 7 are in progress and 2 are actually analyzed by grant's committee.

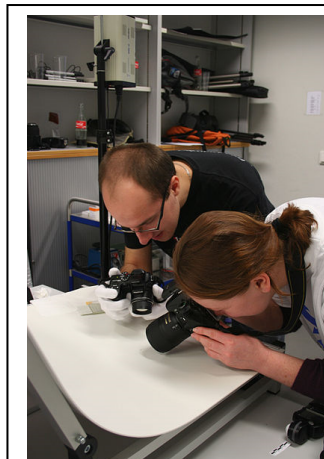


## Wikilibrary project:

In cooperation with several publishers we provide the system of donating editors with books, encyclopedias, paper maps etc. Several publishers just gave us samples of their new books as well as they sometimes provide us for free with books demanded by wikipedians. Then, we just ship them to the selected wikipedians, who use them as a reference material for Wikipedia entries. The advantage for publishers is that their books are visible in references in Wikipedia, and the advantage for Wikipedia is obvious – increase of reliability and accuracy of the articles. The Wikilibrary project is almost free of cost, except shipment of books to Wikipedians.

**Labpstryk:** [http://pl.wikimedia.org/wiki/LabPstryk\\_2011](http://pl.wikimedia.org/wiki/LabPstryk_2011)

Labpstryk was a project of photographing lab equipment. The project was maintained in cooperation with Max Planck Institute for Molecular Cell Biology and Genetics in Dresden. A Polish Ph.D. student together with 2 wikimediam photographers from Poland took more than 400 good quality pictures of various lab equipments which were not yet covered in Wikimedia Commons. See: [http://commons.wikimedia.org/wiki/Category:LabPstryk\\_2011](http://commons.wikimedia.org/wiki/Category:LabPstryk_2011)



*Karol007 and Pleple2000  
during Labpstryk,  
Author: Pleple2000,  
CC-BY-SA*

## Conferences and meetings

### Wikipedia 10 Day local meetings:

[http://pl.wikipedia.org/wiki/Wikipedia:Dzie%C5%84\\_Wikipedii\\_2011](http://pl.wikipedia.org/wiki/Wikipedia:Dzie%C5%84_Wikipedii_2011)

On January 15 there was no central celebration of Polish Wikipedia but 9 local meetings in major Polish cities (Warsaw, Poznan, Wrocław, Łódź, Częstochowa, Szczecin, Bydgoszcz, Bytom, Gdansk). Wikimedia Polska supported financially meetings in Warsaw (33 participants), Poznan (25 participants), Wrocław (18 participants) and Łódź (9 participants).

### Wikimedia Polska International Conference 2011:

[http://pl.wikimedia.org/wiki/Konferencja\\_Wikimedia\\_Polska\\_2011](http://pl.wikimedia.org/wiki/Konferencja_Wikimedia_Polska_2011)

Wikimedia Polska Conference 2011 took place in Wrocław, 18-20 March 2011. It was the 6<sup>th</sup> such a meeting in history of Wikimedia Polska. Traditionally it is the largest meeting of people interested in wiki projects in Poland. This year it gathered 108 participants, not only from Poland, but also from Russia, Belarus, Ukraine, Czech Republic and Holland. 15 lectures were provided – 3 in English, 1 in Russian and 1 in Ukrainian. They were translated to Polish.



*Wikimedia Polska Conference group photo, Author: Polimerek, CC-BY-SA 3.0*



## International 10-th anniversary of Polish Wikipedia:

<http://10lat.wikipedia.pl/>

International 10-th anniversary of Polish Wikipedia was the largest meeting organized by Wikimedia Polska this year. It took place in Poznan, on 24-25 September. It gathered more than 280 participants, not only wikipedians but also people from outside. We also invited wikipedians from Russia, Ukraine, Belarus, Czech Republic, Slovakia, Germany and Philippines. The celebration was organized in a cinema in the most popular shopping centre in Poznan (Stary Browar). 14 lectures were provided of which 7 were given by people “from outside”. The movie “Truth in Numbers?” and “Thank you Wikipedia”

([http://pl.wikimedia.org/wiki/Plik:Znani\\_sk%C5%82adaj%C4%85\\_%C5%BCyczenia\\_dla\\_polskiej\\_Wikipedii.ogv](http://pl.wikimedia.org/wiki/Plik:Znani_sk%C5%82adaj%C4%85_%C5%BCyczenia_dla_polskiej_Wikipedii.ogv)) were presented. (see:

[http://commons.wikimedia.org/wiki/Category:Videos\\_from\\_the\\_10th\\_birthday\\_of\\_Polish\\_Wikipedia\\_conference](http://commons.wikimedia.org/wiki/Category:Videos_from_the_10th_birthday_of_Polish_Wikipedia_conference) ). “Thank you Wikipedia” was a set of best wishes for Wikipedia

given by several Polish celebrities, scientist, and politicians, among others **President of Poland, Bronisław Komorowski**.



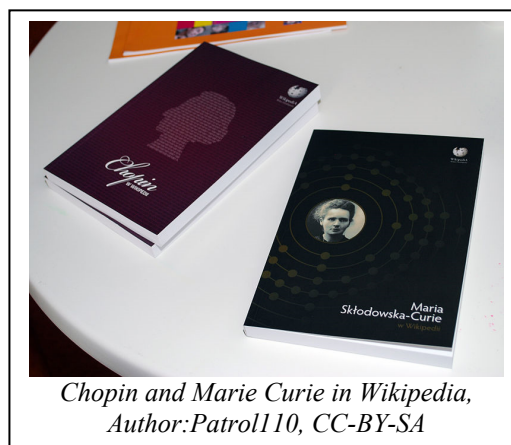
*10-th anniversary of Polish Wikipedia group photo, Author: Polimerek, CC-BY-SA 3.0*

## Publishing/gadgets production

### Book about Marie Curie:

[http://pl.wikimedia.org/wiki/Wiki%C5%85%C5%BCki/Sk%C5%82odowska-Curie\\_w\\_Wikipedii](http://pl.wikimedia.org/wiki/Wiki%C5%85%C5%BCki/Sk%C5%82odowska-Curie_w_Wikipedii)

The book about Marie Curie – based on several Wikipedia articles in Polish, French, English, German, Russian and Ukrainian languages were prepared and printed in 1000 copies. The book is used as a souvenir for special occasions and promotional material, by Wikimedia Polska, Ukraine and Russia.



*Chopin and Marie Curie in Wikipedia,  
Author:Patroll10, CC-BY-SA*

## Brochures:

“**Witamy w Wikipedii**” brochure, based on bookshelf project’s “Welcome to Wikipedia” [http://pl.wikimedia.org/wiki/Plik:Witamy\\_2011.pdf](http://pl.wikimedia.org/wiki/Plik:Witamy_2011.pdf) and “**Wikipedia krok po kroku**”, based on German “Wikipedia Einmaleins” [http://pl.wikimedia.org/wiki/Plik:Wikipedia\\_krok\\_po\\_kroku\\_-\\_ekran.pdf](http://pl.wikimedia.org/wiki/Plik:Wikipedia_krok_po_kroku_-_ekran.pdf) were adapted to Polish language and printed in 1000 copies each. It is used for various occasions – especially during lectures and wikiworkshops.

“**Anatomia Wolnych Licencji**” (“Anatomy of free licenses”) brochure was prepared and printed in 500 copies. The brochure explains how to properly re-use the content from Wikimedia Projects. It is sent to publishers and people who break the rules of free licenses and also for general information.

## Gadgets:

**A machine for button production** was bought. It is used for production of short series of buttons of our own design as needed for our promotion. Till now, 500 buttons with Wikipedia logo, 250 buttons with “Wikipedia 10” logo and 250 buttons with “Wiki Loves monuments” were produced. They were spread among Wikimedia project’s editors, photographers who participated in Wiki Loves Monuments and participants of 10-anniversary of Polish Wikipedia.

**500 T-shirts** with Polish Wikipedia logo and “Wikipedia-10” logo, **1000 bows** with Wikipedia name and logo and **500 bags** with Wikipedia logo were produced. 300 of them were given to the participants of 10-anniversary of Polish Wikipedia, the rest is used as promotional gadgets when needed.

## Promotion/Outreach

### Wikimedia Commons Picture of the Year exhibition:

[http://pl.wikimedia.org/wiki/10\\_urodziny\\_polskiej\\_Wikipedii,\\_Pozna%C5%84\\_2011/Wystawa](http://pl.wikimedia.org/wiki/10_urodziny_polskiej_Wikipedii,_Pozna%C5%84_2011/Wystawa)

2 weeks before 10-th anniversary of Polish Wikipedia the exhibition of Wikimedia Commons Picture of the Year was organized in Poznan in “Stary Browar” art gallery. 16 pictures from POTY 2006-2010 were printed in big scale (A1) and presented for two weeks in the gallery for the general public. The small celebration of the last day of exhibition took place on September 24. The information about the exhibition was presented in local TV and major daily newspaper “Gazeta Wyborcza”. The POTY picture gallery will soon be repeated in other cities of Poland (Warsaw, Częstochowa).



*Exhibition introduction poster, Author:MOs810, CC-BY-SA*

**ERW 2011:**

[http://pl.wikimedia.org/wiki/Wikiwarsztaty\\_ERW\\_2011](http://pl.wikimedia.org/wiki/Wikiwarsztaty_ERW_2011)

We organized and maintained a Wikimedia booth during European Volunteer Day in Warsaw, on September 12, 2011. The booth was situated in a tent in the very center of Warsaw. “Welcome to Wikipedia”, “Free Licenses”, buttons with Wikipedia logo were spread among general public visiting the booth. Several people were taught how to edit Wikipedia and upload pictures to Commons.



*ERW 2011 Wikimedia Polska booth, Author: Polimerek, CC-BY-SA*

**Radio Wnet lectures:**

[http://commons.wikimedia.org/wiki/WikiLekcje\\_radia\\_Wnet](http://commons.wikimedia.org/wiki/WikiLekcje_radia_Wnet)

In cooperation with Warsaw’s “Radio Wnet” we produced a set of “Wiki lectures” – about editing Wikipedia, Wikinews, Wiki Loves Monuments, Wikiquote, Wikisources and Wikimedia Commons, as well as about legal issues of Wikipedia. 49 lectures were broadcasted in Radio Wnet and released under CC-BY-SA license for future use.

**Lectures:**

Members of Wikimedia Polska gave 9 invited lectures about various aspects of Wikimedia Projects during events and conferences organized by other organizations. Wikimedia Polska covered the cost of travel for lecturers as well as supported them with promotional gadgets and brochures. The complete list of lectures can be seen here:

<http://pl.wikimedia.org/wiki/Wyk%C5%82ady#2011>

**Press officer activity:**

[http://pl.wikimedia.org/wiki/Biuro\\_prasowe](http://pl.wikimedia.org/wiki/Biuro_prasowe)

Our press officer, Paweł Zienowicz, is the main contact person for journalists interested in Wikimedia projects in Poland. He receive hundreds of phone calls a month, and he prepares and broadcasts to the media information about our events and activities. He also maintains a list of local wikipedians ready to contact local journalists, which led to more than a dozen of interviews of wikipedians in local media this year.

## **Media coverage:**

[http://pl.wikipedia.org/wiki/Wikipedia:Wikipedia\\_w\\_mediach](http://pl.wikipedia.org/wiki/Wikipedia:Wikipedia_w_mediach)

Partially spontaneously, but also partially due to various activities of Wikimedia Polska, Wikipedia is quite often mentioned in mass media in Poland, and the media coverage is generally positive. Among others, larger articles about Wikipedia were published in Polish edition of Newsweek (a series of 3 articles), in Polish edition of Chip magazine, in “Polityka” (a leading leftist weekly journal), “Dziennik Polski” (a leading rightist newspaper), several times in Gazeta Wyborcza (a leading daily liberal newspaper), and “Przegląd” (large article about history of Polish Wikipedia, “Przegląd” is an independent, popular weekly journal). Wikipedians were also interviewed in 14 radio-stations, both local and nation-wide.

## **Big media effect was achieved due to 10-iversary of Polish Wikipedia in Poznań.**

Brief information regarding the event was broadcasted in prime-time news programs of almost all major Polish TV stations. 7 longer programs (mainly interviews) were broadcasted in local TV station WTK, Channel 1 of Polish State Radio, and leading private station Radio Zet. See:

[http://pl.wikimedia.org/wiki/10\\_urodziny\\_polskiej\\_Wikipedii,\\_Pozna%C5%84\\_2011/Media](http://pl.wikimedia.org/wiki/10_urodziny_polskiej_Wikipedii,_Pozna%C5%84_2011/Media)

## **10-Aniversary of Polish Wikipedia banner action:**

In parallel with celebration in Poznan, Polish Wikipedia community decided to use site-notice banner, which was pointing users to a special landing page:

[http://pl.wikipedia.org/wiki/Wikipedia:10\\_lat\\_polskiej\\_Wikipedii](http://pl.wikipedia.org/wiki/Wikipedia:10_lat_polskiej_Wikipedii) where people could write their best wishes to Wikipedia, as well as watch the movies with best wishes from Polish celebrities, screens of archive versions of the Polish Wikipedia main page and special page with Wikipedia editing tutorial.

## **Cooperation and advocacy**

### **Coalition for Open Education:**

<http://koed.org.pl>

Coalition for Open Education which was established by Wikimedia Polska, Modern Poland Foundation, CC-Polska and Polish Librarian Association in 2008 is the main platform for us to make advocacy toward good changes in copyright law and other legislation issues in Poland. In 2011 the Coalition grew up – and actually it is strong advocacy group of 14 NGO’s and 2 universities. Among others, in 2011 the Coalition was successful in blocking new law over censorship of internet. It also actively advocates for solving orphan works problem on EU level by contacting Polish EU MP’s. It also organized Public Domain Day, co-organized Open Access Day, and 2 workshops about free licenses, open Polish educational resources and trainings how to establish new open educational projects.

### **Cooperation with OpenStreetMap Poland:**

<http://openstreetmap.org.pl/osm/>

OpenStreetMap Poland was established this year. Several members of Wikimedia Polska are also members of OSM Poland. We started cooperation during our Wikiexpedition. OSM maps are used to plan the route, and the participants of Wikiexpedition were also collecting GPS traces for OSM. OSM is also a member of Coalition for Open Education and helped us organizing Wiki Loves Monuments contest.

### **Cooperation with National Heritage Institute**

During Wiki Loves Monuments we started close cooperation with Polish National Heritage Institute (NID). We received up-to-date lists of monuments in Poland. The vice-president of the Institute was a member of WLM jury. With help of Project:Poland we created a web-search engine for Polish registered monuments, which was found useful not only for WML but also by general public and NID.

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