

Grants Evaluation

APG + PEG + IEG

July 2014



By ProtoplasmaKid (Own work) CC-BY-SA-3.0, via WM Commons



By Allan Jay Quesada CC_BY_SA, via Wikimedia Commons



By Geraldshields11 (Allan Jay Quesada) CC BY SA-3.0, via WM Commons



By Alanbritom (Amanecer Moai Rano Raraku)CC-BY-SA-2.0, via WM Commons

Overview

What was funded?

What progress was made towards strategic goals?

What were the key learnings?

How are these findings being applied?

In 2012, we intentionally developed grantmaking processes to build comparative baselines to inform movement roles work

different types of grantees:

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

projects at different stages of development:

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

projects focused on different points of intervention:

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

diversity of end user recipients

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

INDIVIDUAL ENGAGEMENT GRANTS

individual and small teams focused on making online impact.

PROJECT AND EVENT GRANTS

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

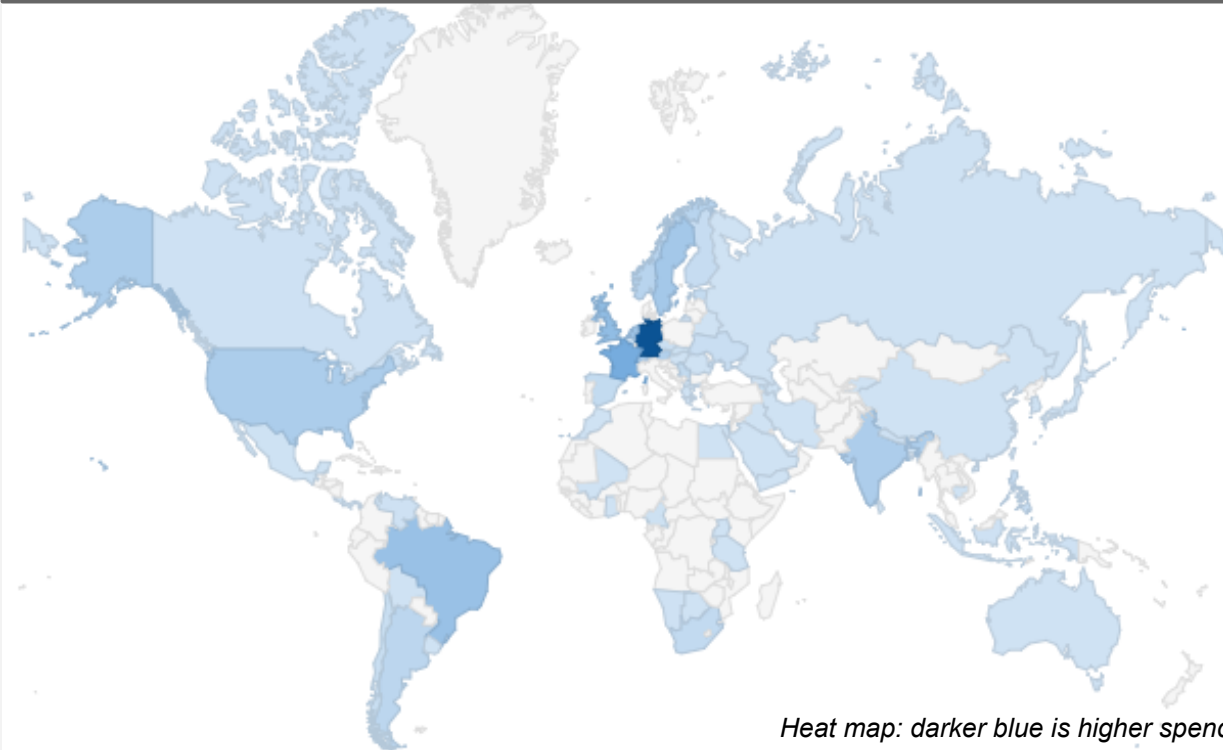
ANNUAL PLAN GRANTS

annual budgets and mission objectives of movement orgs.

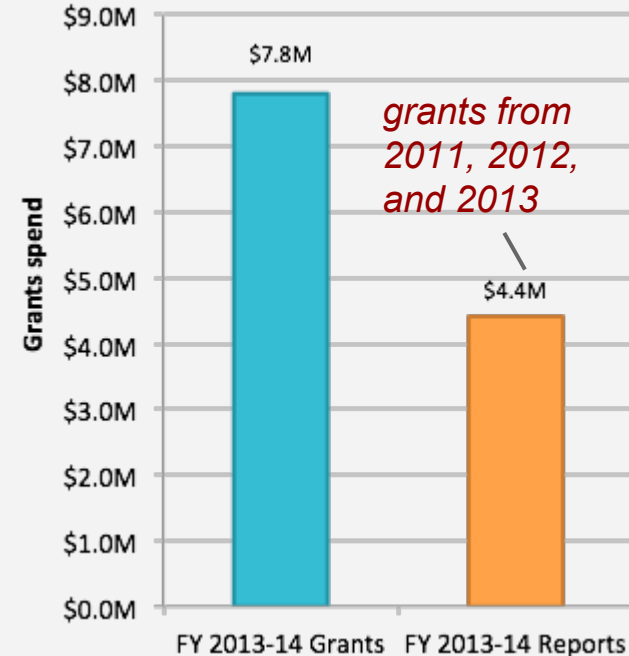
WE HAVE DATA!

In aggregate, we distributed over 200 grants totaling \$7.8M last year; the assessment is focused on \$4.4M of fully reported grants

Distribution of funding, FY2013-14
(by \$ amount)



Actual spend vs current reporting



Overview

What was funded?

What progress was made towards strategic goals?

What were the key learnings?

How are these findings be applied?

SNAPSHOT: In 2013-14, we received full reports back from 56 grantees working on over 50 Wikimedia sites in 2012 and 2013

INDIVIDUAL ENGAGEMENT GRANTS:

8 grants,
\$60K distributed

PROJECT AND EVENT GRANTS:

36 Grants
\$350K distributed

ANNUAL PLAN GRANTS:

10 grants
\$4M distributed

Multiple Wikimedia projects

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



Over **30** language **Wikipedias**

Explicit investments in
Wikisource and **Wikidata**

30 countries funded

Total grant spend

\$4.4M

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

largest
grant
\$1.8M

Mix of projects funded

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



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

Participation

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

Lots of unknowns:

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

Content

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

Photos to Commons: **359,164**

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

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

Readership

Case Study: China Social Media Grants, \$200

Challenge:

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

Solution:

outreach campaign on Weibo

Results:

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

Overview

What was funded?

What progress was made towards strategic goals?

What are the key learnings?

How are these findings be applied?

Key observations from this first round of impact analyses



Building a space for **idea generation, collaboration, and mentorship** creates better grants



On-wiki projects had clearest demonstrations of scale



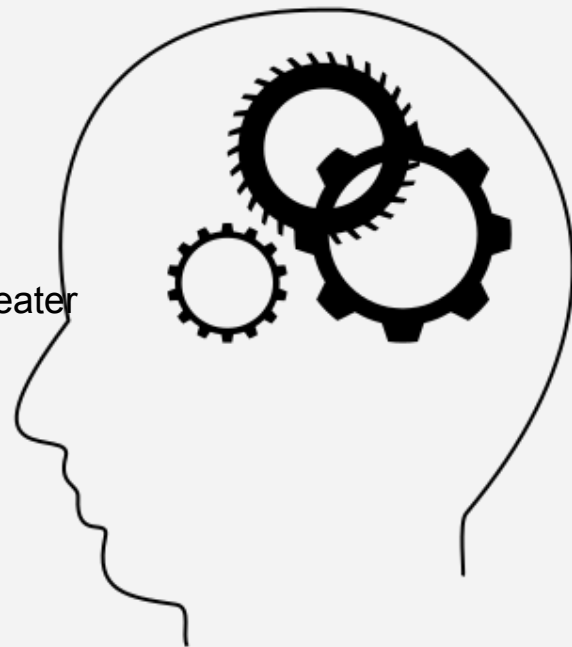
The size of grant does not correlate to impact reported



Local groups and organizations show highest impact in content projects and partnerships



Involving the community in the evaluation of grants leads to greater buy-in and understanding of impact





On-wiki initiatives had clearest demonstration of scale

Online community organizing has shown huge potential through IEG

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



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

Challenge:

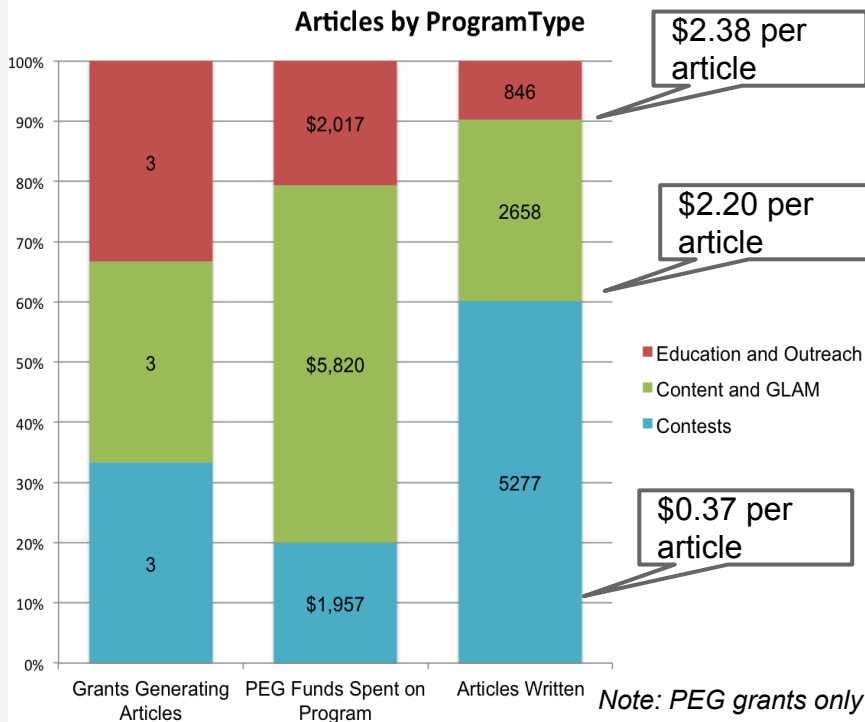
distribute high quality resources to editors

Solution:

online "library" of donated reference materials

Results:

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



Case Study: Wikimedia Ukraine

Results:

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

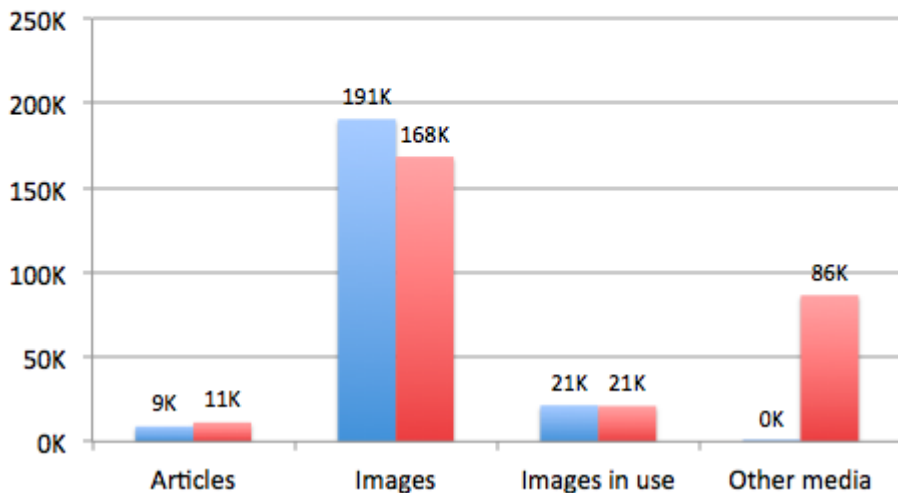


The size of grant does not correlate to impact

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

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

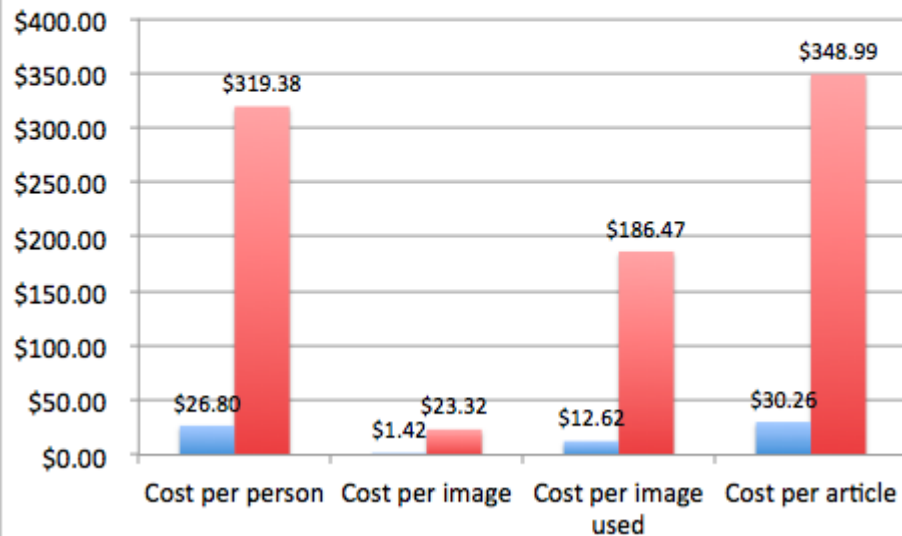
■ PEG funded ■ APG funded



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

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

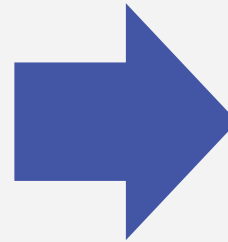
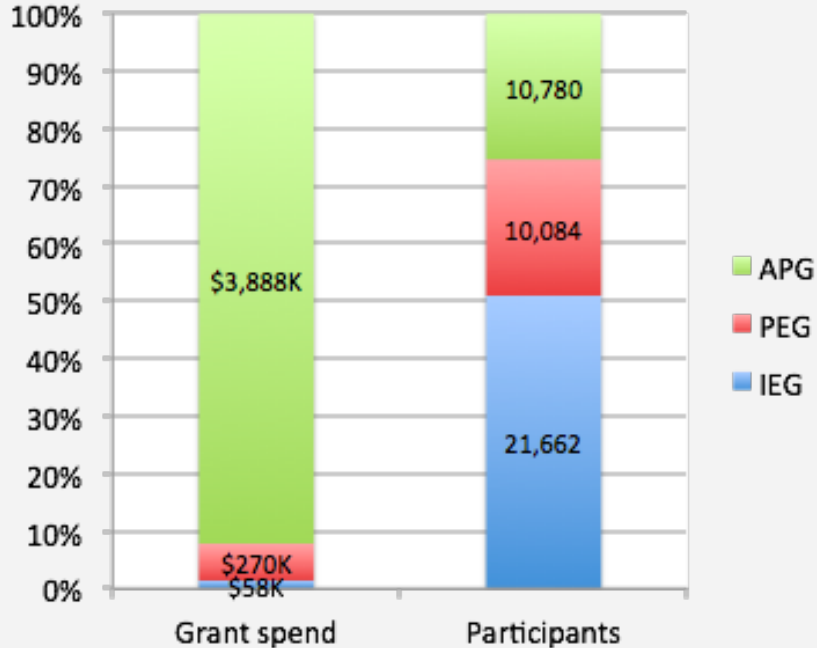
■ PEG funded ■ APG funded





The size of grant does not correlate to impact

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



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

Overview

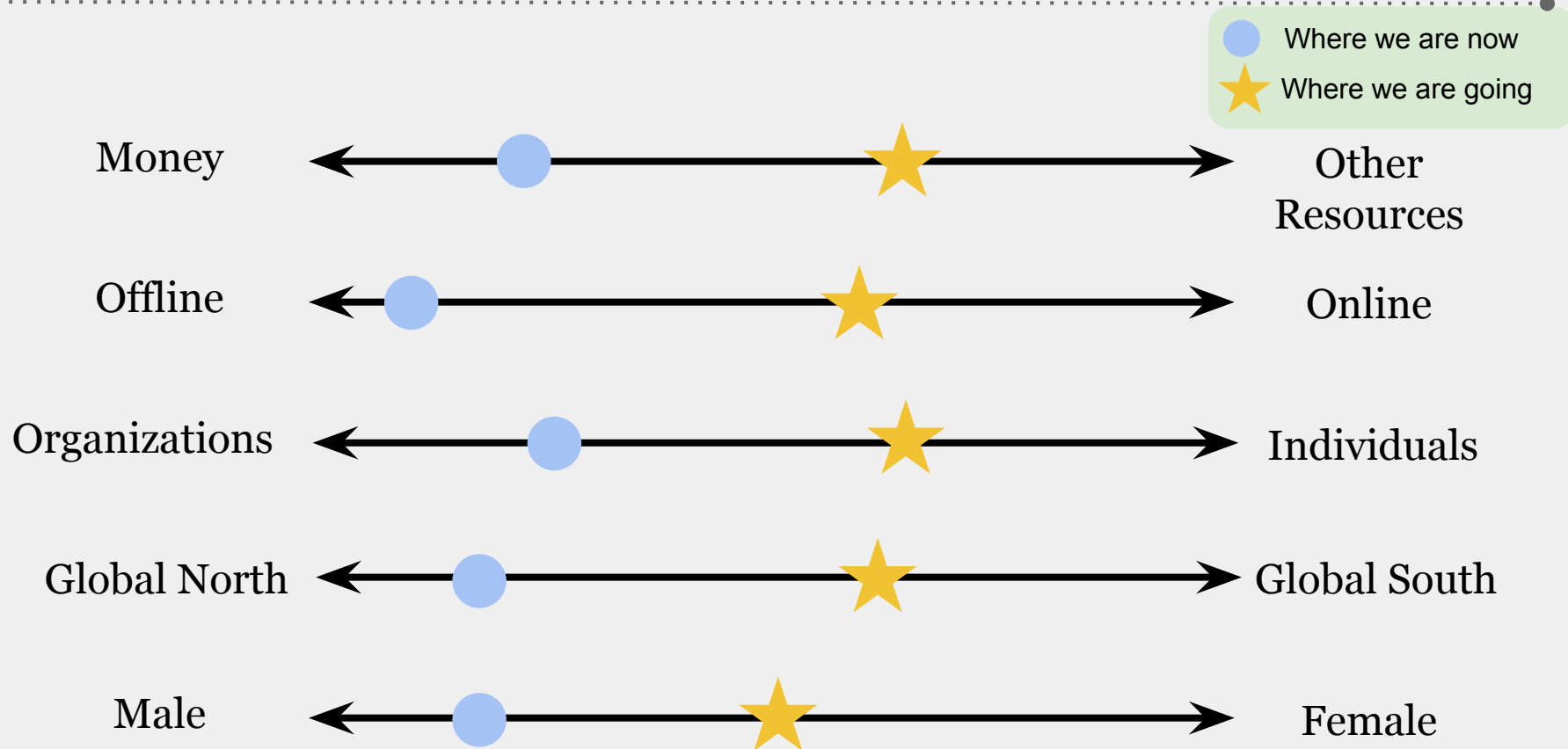
What was funded?

What progress was made towards strategic goals?







What are the key learnings?

How are these findings be applied?

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



Next steps and implications

-  We know this data is limited. We are **relying on the expanded reporting and rationale from grantees** and applicants to help inform our funding strategies in an ongoing basis
-  We are introducing a set of **global metrics** which will be required for all grantees to report on, in the areas of participation and content
-  ***We need more measurement resources for our grantees and volunteers, like unique visitors, country level editor data, and quality metrics***
-  We are **doubling the amount of money** going into the Individual Engagement grants to continue seeding high potential, high scale ideas
-  We are engaging our volunteer grants committees in data synthesis and implications for their grantmaking decisions: e.g., scaling back investments in low-impact areas
-  We are continuing to **develop and improve on IdeaLab** - the space for idea proposals for experimentation; launch coming soon!

Questions?

You can read a lot more in depth about each of the three program reports; full combination report forthcoming:

- IEG analysis: [Meta:Grants:IEG/Learning/Round_1_2013/Impact](#)
- PEG analysis: [Meta:Grants:PEG/Learning/2013-14](#)
- APG analysis: [Meta:Grants:APG/Learning/2012-2013_round1](#)