

# Grants Evaluation

## APG + PEG + IEG

July 2014



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# Overview

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## **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

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## different types of grantees:

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

## projects at different stages of development:

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

## projects focused on different points of intervention:

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

## diversity of end user recipients

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

### INDIVIDUAL ENGAGEMENT GRANTS

individual and small teams focused on making online impact.

### PROJECT AND EVENT GRANTS

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

### ANNUAL PLAN GRANTS

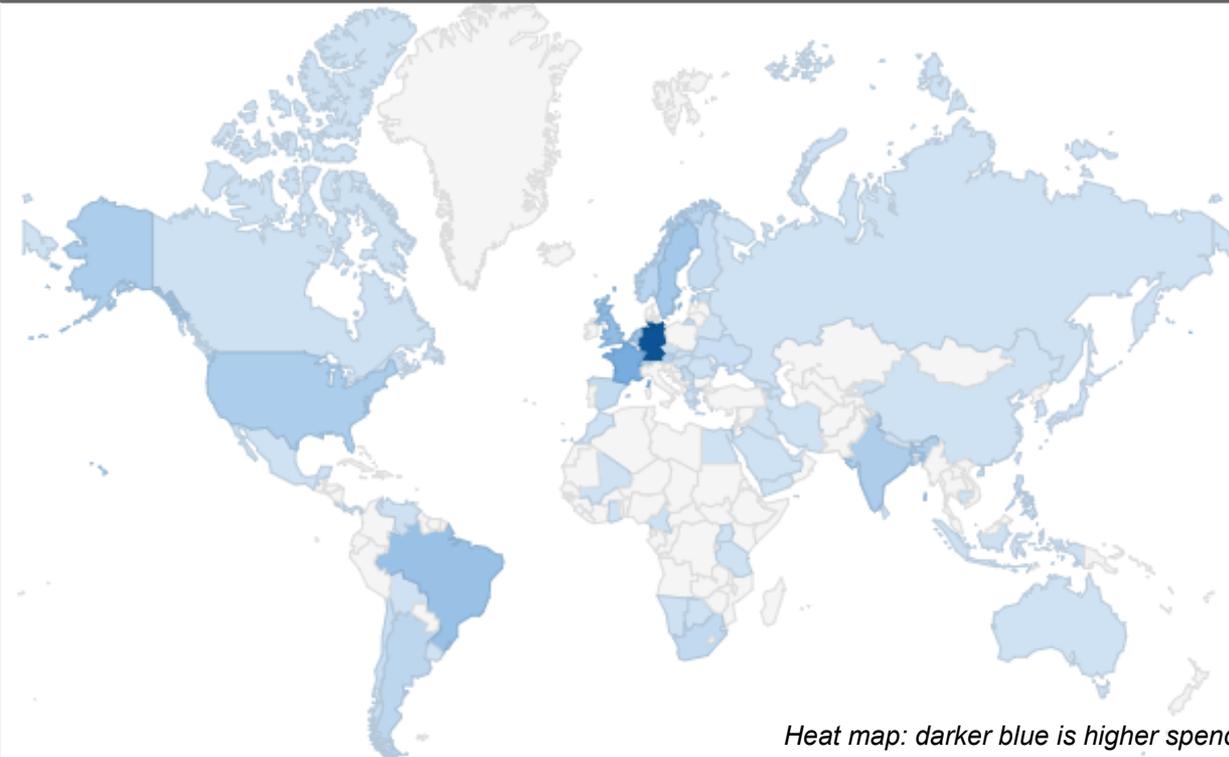
annual budgets and mission objectives of movement orgs.

**WE HAVE DATA!**

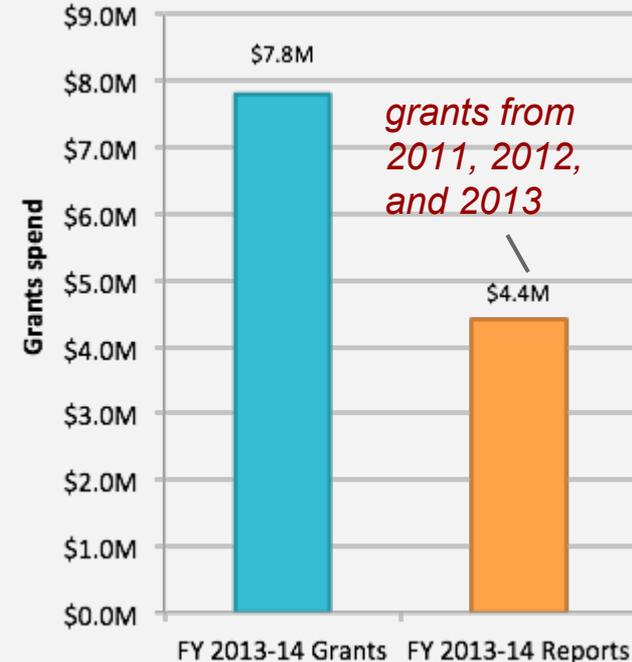
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In aggregate, we distributed over 200 grants totaling \$7.8M last year; the assessment is focused on \$4.4M of fully reported grants

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



Actual spend vs current reporting



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# 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

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# Key observations from this first round of impact analyses

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



**On-wiki projects** had clearest demonstrations of scale



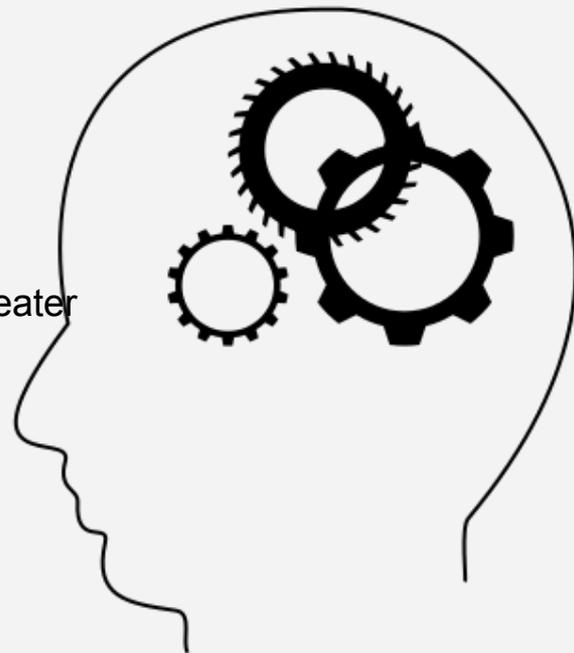
**The size of grant does not correlate to impact reported**



**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:

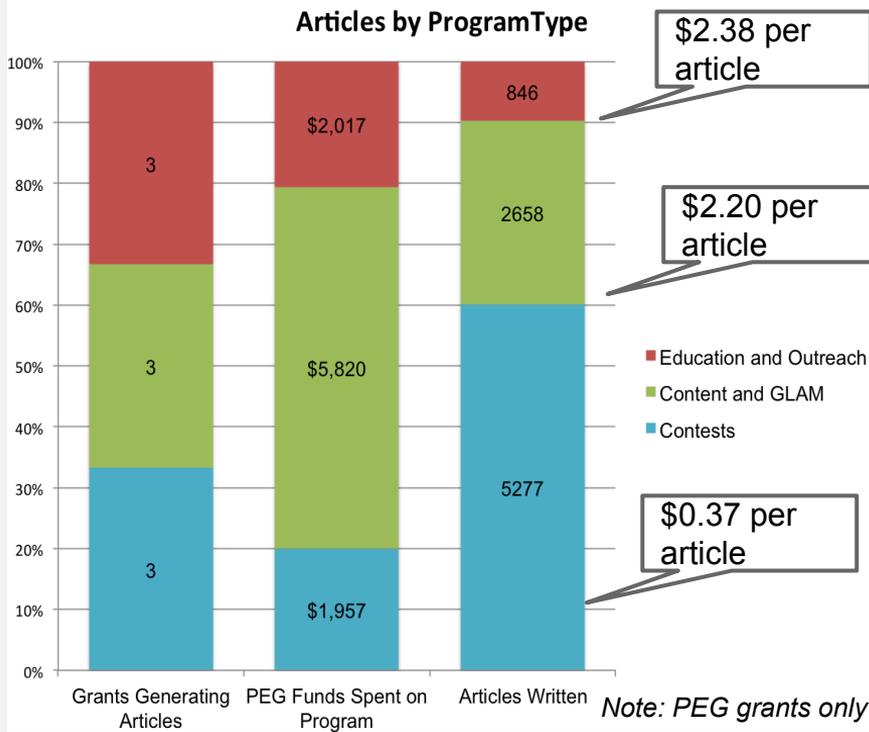
distribute high quality resources to editors

### 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!

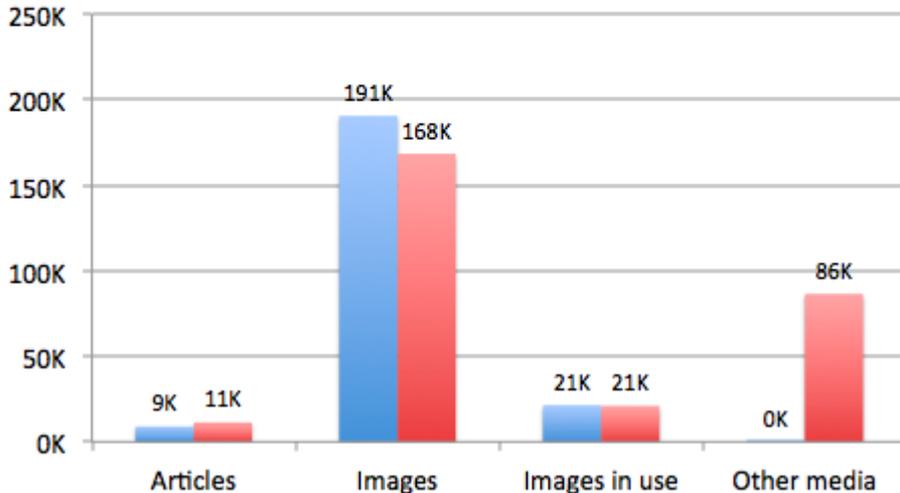


## The size of grant does not correlate to impact

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)

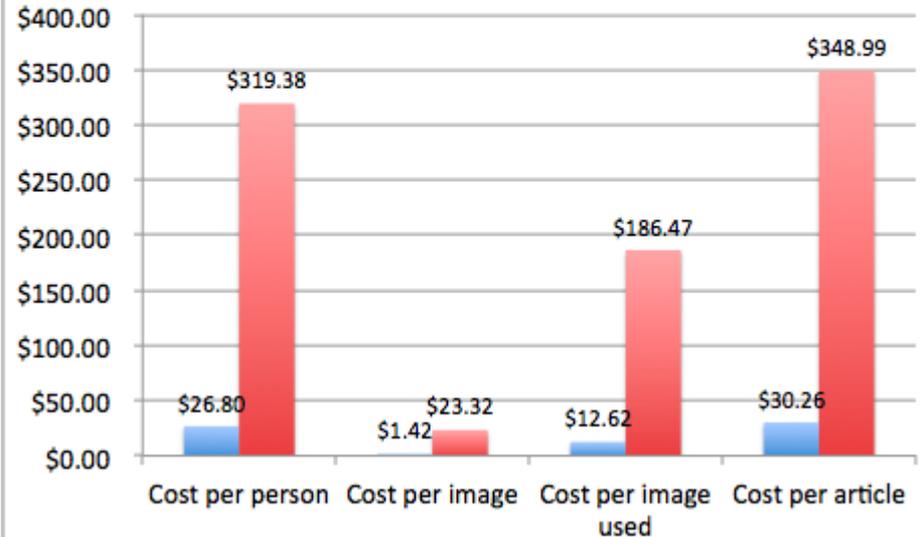
■ PEG funded ■ APG funded



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

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

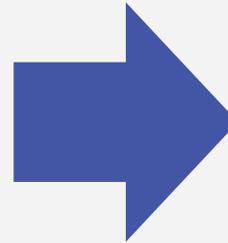
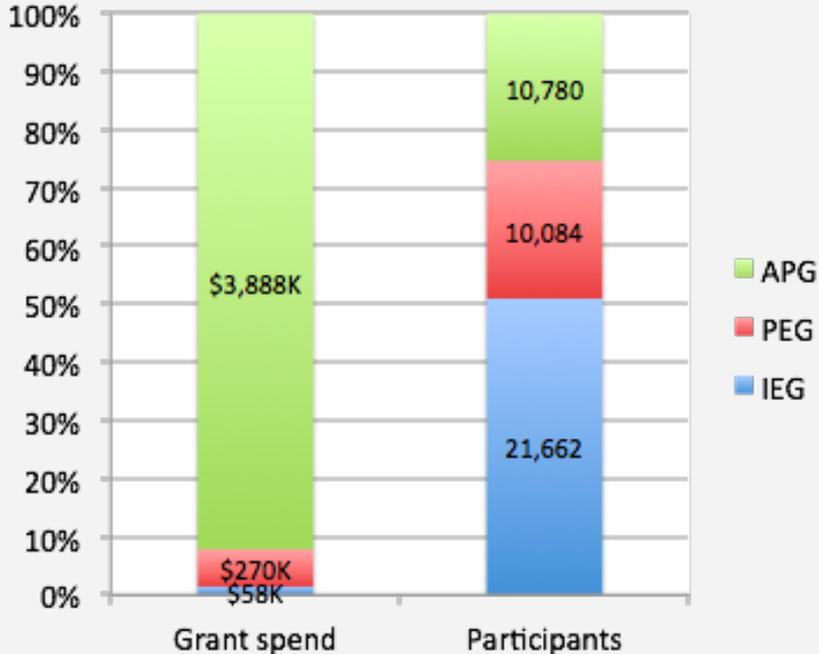
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# The size of grant does not correlate to impact

**% 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*

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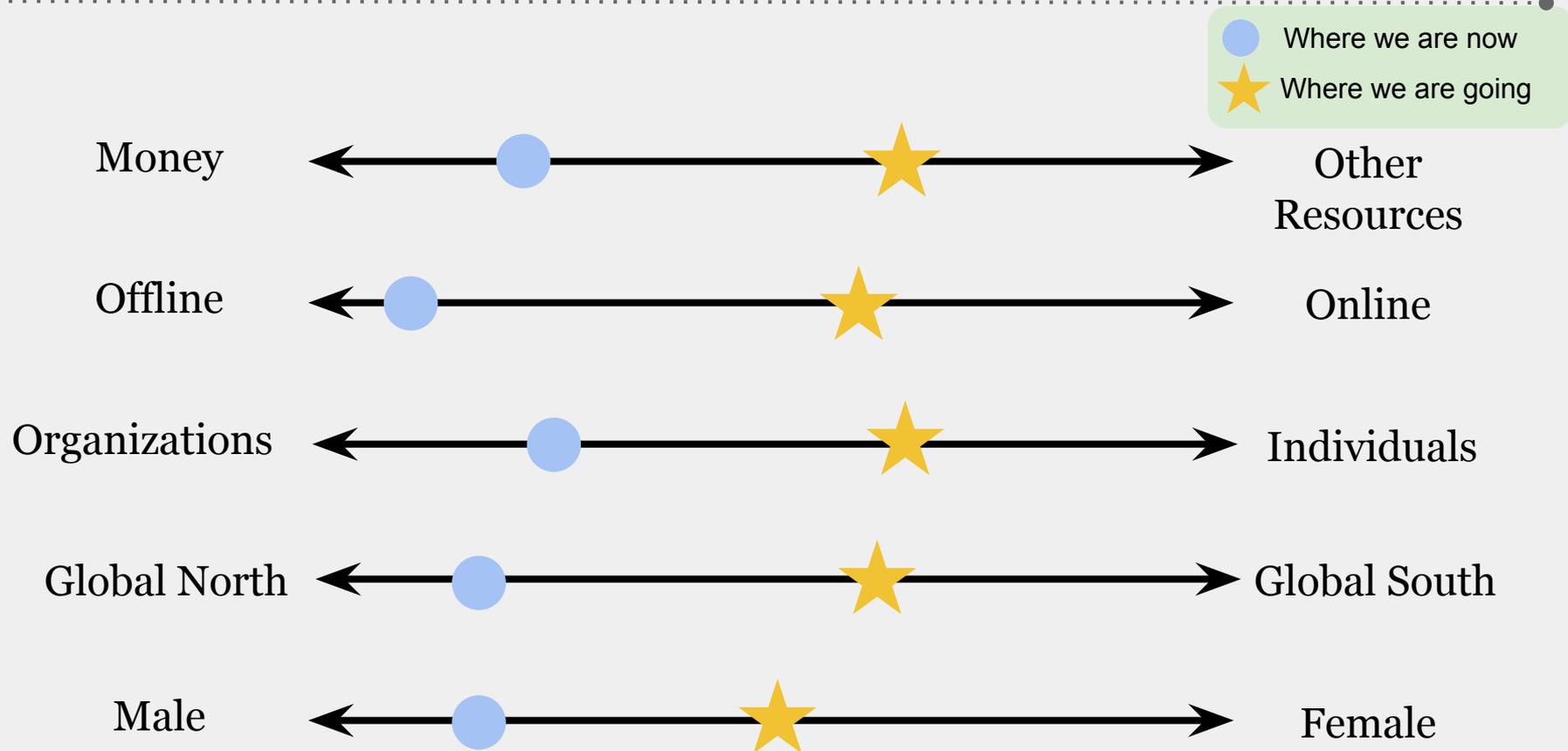
What progress was made towards strategic goals?

What are the key learnings?

**How are these findings be applied?**

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

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## Next steps and implications

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-  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?

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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](#)