Back in January 2001, few people could have imagined the extraordinary impact of what was then just a tiny project driven by a big idea.

But ten years later, we find ourselves at the center of a free knowledge movement built around our flagship project, Wikipedia, which has become the most important collaboratively created repository of knowledge in history.

Today, Wikimedia volunteers around the world work in more than 280 languages to document the stories of their communities and cultures, past and present. During 2011, for example, hundreds of volunteers contributed to the articles on the Arab Spring rebellions, capturing one of the major stories of our time as it unfolded.

The Wikimedia Foundation is part of a broad global network of individuals, organizations, chapters, clubs and communities who together work to create Wikipedia, the most powerful example of volunteer collaboration and open content sharing in the world today. In 2010–11, the bulk of the Foundation’s spending was focused towards putting in place solid technical and organizational infrastructure. In 2011–12, the majority of spending goes towards growing, strengthening and increasing the diversity of the editing community, simplifying our wiki-editing interface, making investments to grow the projects’ readers and editors in key geographic areas such as India, Brazil and the Middle East and North Africa, and improving our presence on mobile devices.

Over the past year, more than 500,000 people donated to the Wikimedia Foundation, giving us more than $23 million USD. Thank you for your incredible generosity, and for your outpouring of support and love for Wikipedia and its sister projects, enabling the work of nearly 100,000 active editors. We owe you a huge debt of gratitude.

The Wikimedia Foundation especially wants to thank the editing community. Your work is essential, and it is what donors are enjoying and supporting, thank you for everything you do. A big thanks as well to the Wikimedia Foundation Board of Trustees and Advisory Board, and a warm welcome to our new Advisory Board members Veronique Kessler and Jessamyn West.

Sincerely,
Sue Gardner, Executive Director
Ting Chen, Chair, Wikimedia Foundation Board of Trustees

November 2011
The Polish Baltic F. Chopin Philharmonic in Gdansk was founded in 1945 as the Gdansk Symphony Orchestra. Its building on the Ołowianka island hosted Wikimania 2010.

The sixth annual Wikimania, the global conference of Wikimedians, took place in the Baltic Philharmonic in Gdansk. Poland succeeded Argentina and Egypt, the hosting countries in the previous two years. During three days, Wikimedians got together to celebrate the free knowledge movement, to meet their collaborators in their year-round online work on Wikipedia and its sister projects, and to share insights informing the continuing evolution of the projects. Foundation travel scholarships enabled Wikimedians from 39 countries to participate.

On the conference T-shirts, the motto “Free Knowledge in the City of Freedom” tied Wikimedia values to the history of Gdansk, where the Solidarnosc movement had defied communist rulers in the 1980s — led by Lech Walesa, who sent his greetings to Wikimania attendees, noting that he was a frequent user of Wikipedia.

Wikimedia chapters

During 2010–11, Wikimedia’s network of volunteer-driven international chapters grew from 30 to 35. Wikimedia’s chapters, which are independent from the Wikimedia Foundation, are made up of local members and directors, and in some cases employees. They focus on region-specific work. Typically, that work includes building awareness of Wikimedia projects, handling media inquiries, staging public outreach events, and forming partnerships with local educational and cultural organizations.

Wikimania 2010

Wikimedians converge in the birthplace of Solidarnosc

The sixth annualWikimania, the global conference of Wikimedians, took place in the Baltic Philharmonic in Gdansk. Poland succeeded Argentina and Egypt, the hosting countries in the previous two years. During three days, Wikimedians got together to celebrate the free knowledge movement, to meet their collaborators in their year-round online work on Wikipedia and its sister projects, and to share insights informing the continuing evolution of the projects. Foundation travel scholarships enabled Wikimedians from 39 countries to participate.

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The Wikimedia Foundation benefits from its unique global community of volunteer editors and financial contributors. We strive to deliver the vital support we receive from this community, which in 2010–11 made over 155 million edits and over 500,000 financial contributions. Going forward, we intend to continue to serve this worldwide community with every resource at our command.

Contributors

$$1,000,000 - 1,099,999$$
The Bin Wijaya Foundation
Stanton Foundation

$$1,000,000 - 599,999$$
The Brin Wojcicki Foundation
Stanton Foundation

$$500,000 - 1,000,000$$
The Goldman Sachs Foundation
Galip Tomac

$$250,000 - 500,000$$
The Craig Hatkoff Foundation
Goldstein Family

$$200,000 - 249,999$$
The Kaphan Foundation
The Google Matching Gifts Program
The Craigslist Charitable Foundation
Omidyar Network
The Ford Foundation
Annette J. Campbell-White
Yardi Systems, Inc.

$$150,000 - 199,999$$
The Facebook Charitable Giving Program
The Kaphan Foundation
The Google Matching Gifts Program
The Craigslist Charitable Foundation
Omidyar Network
The Ford Foundation
Annette J. Campbell-White
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The Craig Hatkoff Foundation
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Two Sigma Investments, LLC
Yardi Systems, Inc.

$$5,000 - 9,999$$
Mehmet Betil
Jennifer King

$$1,000 - 4,999$$
The Charest Charitable Foundation

$$499 - 999$$
The Charest Charitable Foundation

$$1 - 498$$
The Charest Charitable Foundation

$$1$$
The Charest Charitable Foundation
The Wikimedia Foundation continues to enjoy a stable base of revenue, stemming largely from its annual community giving campaign. In 2010–11, we doubled the number of small donors to over 500,000 individuals from all over the world. Now in the second year of our five-year strategic plan, we are hiring new staff members, increasing the capacity of our server network to deliver Wikipedia and our other projects to the world, and intensifying our efforts to expand the reach of our projects in the Global South through on-the-ground initiatives.

### Financials

The Wikimedia Foundation's 2010–11 fiscal year took place from July 1, 2010 to June 30, 2011. Throughout this report all financial data is reported in U.S. dollars unless otherwise noted.

#### Statement of Activities

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (in thousands of dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support and revenue</td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$23,020</td>
</tr>
<tr>
<td>Restricted contributions</td>
<td>666</td>
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<tr>
<td>In-kind service revenue</td>
<td>350</td>
</tr>
<tr>
<td>Investment income, net</td>
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</tr>
<tr>
<td>Total expenses</td>
<td>$17,890</td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
</tr>
<tr>
<td>Salaries and wages</td>
<td>$7,312</td>
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<tr>
<td>Awards and grants</td>
<td>471</td>
</tr>
<tr>
<td>Internet hosting</td>
<td>1,800</td>
</tr>
<tr>
<td>Total expenses</td>
<td>$17,890</td>
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<tr>
<td>Increase in net assets</td>
<td>$6,895</td>
</tr>
</tbody>
</table>

#### Balance Sheet

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (in thousands of dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$12,026</td>
</tr>
<tr>
<td>Contributions receivable</td>
<td>1,000</td>
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<tr>
<td>Accounts receivable</td>
<td>695</td>
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<tr>
<td>Investments</td>
<td>5,849</td>
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<tr>
<td>Prepaid expenses and other current assets</td>
<td>1,215</td>
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<tr>
<td>Total current assets</td>
<td>$20,785</td>
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<tr>
<td>Property, plant, and equipment</td>
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<tr>
<td>Noncurrent portion of contributions receivable</td>
<td>1,979</td>
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<tr>
<td>Total assets</td>
<td>$26,166</td>
</tr>
<tr>
<td>Liabilities</td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$1,431</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>375</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>168</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>$1,974</td>
</tr>
<tr>
<td>Net Assets</td>
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</tr>
<tr>
<td>Unrestricted net assets</td>
<td>$20,772</td>
</tr>
<tr>
<td>Temporarily restricted net assets</td>
<td>3,420</td>
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<tr>
<td>Total net assets</td>
<td>$24,192</td>
</tr>
<tr>
<td>Total liabilities and net assets</td>
<td>$26,166</td>
</tr>
</tbody>
</table>

### Financial Performance

The Wikimedia Foundation is a four-star rated charity according to Charity Navigator, America's premier independent charity evaluator.

- **Number of individual donors in 2010–11**: 573,568
- **Increase in total number of funding sources**: 219%
- **Average donation for 2010–11**: $40.10

**Who supports us**

- **Number of individual donors in 2009–10**: 261,339

**44%**

- **Maintaining our site and improving our software**
- Operations and engineering, purchasing servers, maintaining and improving our data center, internet hosting, and software development and product engineering. $8,869,675

**12%**

- **Expanding our global reach**
- Improving access to Wikipedia on mobile devices in the global south, public and education outreach, support and grants for our global chapters. $2,388,698

**9%**

- **Direct support to our volunteer community**
- Researching community activity trends, increasing editor retention and recruitment, improving new technologies to help project editors. $1,889,084

**12%**

- **Global development**
- **11%**
  - **Fundraising**
  - Planning and development of our annual giving campaign, global payment collection fees (including paypal and other fees). $2,142,217
  - **6%**
  - **Administration and special projects**
  - Travel and professional development for our governing Board, as well as special research projects and initiatives to support the Wikimedia community. $1,772,654

**18%**

- **Administration**
- Benefits and related administration costs for Foundation staff, capital expenses, leases, training, travel, and other costs. $3,636,236

Total cash expenditures, including all capital purchases. $20,098,564
The Wikimedia Foundation operates 11 free knowledge projects managed and built by a community of over 100,000 active volunteers.

Wikipedia
Free encyclopedia

The free encyclopedia containing more than 20.6 million articles in 282 languages. The most comprehensive and widely used reference work humans have ever compiled. 100,000 active volunteers contribute new content every month.

Wikimedia Commons
Shared media repository

A repository of almost 13 million freely usable images, sound and video files, serving both Wikimedia’s projects and countless other educational and informational needs.

Meta-Wiki
Project coordination

Wikipedia
®
Free encyclopedia

The leading open-source wiki software on the Internet which acts as the backbone for all of the Wikimedia Foundation’s wiki and thousands of other wiki communities.

Wikispecies
TM
Dictionary of species

A repository of almost 1.3 million freely usable images, sound and video files, serving both Wikimedia’s projects and countless other educational and informational needs.

Wikiversity
Free learning tools

Wikispecies
TM
Dictionary of species

The free learning tool containing more than 1.3 million articles in over 320 languages.

Wikimedia Commons
TM
Shared media repository

Wikisource
®
Free source documents

A project that digitizes and霾ts the free availability of the human creative commons.

Meta-Wiki
TM
Project coordination

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Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge.