2015 WIKIMEDIA FOUNDATION ANNUAL REPORT

Knowledge is joy

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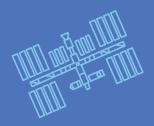








28% of people alive today have never known a world without Wikipedia.











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Knowledge is joy

From the moment we learn to speak, we ask questions.

"Why is the sky blue?"

Ever curious, we build telescopes to explore the stars, and submarines to visit the bottom of the ocean. We make art, music, poetry, and prose to explore our world. We crave knowing—the challenge of learning something impossible, or taking that knowledge and creating something never seen before. We delight in the achievement, the discovery, the spark of recognition.

Wikipedia was born 15 years ago. It springs from our need to know, learn, and share amazing things. It is created by people, for people. It belongs to each of us. And now 28% of people alive today have never known a world without Wikipedia.

We celebrate these 15 years by inviting you to share the joy and meaning Wikipedia holds for you.

Let's celebrate the progress we've made: the knowledge we've shared, the community that has made this possible, the readers who learn with us, and the joy created every day on Wikipedia. Knowledge is joy!

Jimmy Wales BOARD OF TRUSTEES WIKIMEDIA FOUNDATION









What does Wikipedia mean to you?



Jyoti, India

"It's the most important source of knowledge whenever I am in need. Thank you so much, Wikipedia."



Michael, Zambia

"Wikipedia is like an old man that has been to all the corners of the earth full of wisdom and knowledge."



Vaibhaw, India

"It is the first thing that pops in my head when I ponder about what we have done in past decades to make the planet a better place"



Rudi, Indonesia

"I rely so much on the neutrality point of view that wikipedia offers. I'm 17 now, and Wikipedia has been my friend since I was 10 years old."



Ali, United States

"Wikipedia is why, even though I spent most of my adult life out of school as a refugee, when I finally got to a safe place and into a university, I was able not only to compete with my peers, but to excel."

Sharvil, India

"Wikipedia is like an all-knowing grandpa."



Ayman, United States "It is the greatest proof that humans are collaborative social beings."



Shirley, United States

"Wikipedia means knowledge about anything anyone would ever want to look up or know about."



Ayunda, Philippines "It is accessible everywhere. The true nature of knowledge is priceless."



Lilit, Armenia

"Wikipedia has become our way of living, the idea which unites all the editors around the world!"



Irene, Sweden

"Wikipedia is an essential ingredient in the world we must build to ensure a prosperous and sustainable future."



Jeewantha, Sri Lanka "I make sure to check out the front

page of Wikipedia at least once a day. Wikipedia symbolizes everything a free world should be."



J.V., Philippines

"Wikipedia is my return to the purest motivation for learning which is curiosity—innocent, fragile, naive, and youthful curiosity."



Bilal, Syria "It is my world of knowledge; it is my startup page in my browser. Wikipedia is when you move from reading to editing, from consuming information to producing it. I'm so glad to be part of this great community."

15 interesting things about Wikipedia since it was launched in 2001.

Millions of people have gathered all of this knowledge by working together from everywhere around the world.



Ward Cunningham designed the wiki, the first internet platform that allowed many people to work on a document at the same time. He named it 'wiki,' a Hawaiian word that means 'quick.' (There is even a wiki-wiki shuttle in Honolulu.)

You know the encyclopedia, but there's so much more.

Did you also know there's a free dictionary, free textbooks, quotes, learning tools, a travel guide, and more?



Researchers from Los Alamos National Laboratory were able

to make extremely accurate forecasts about the spread of dengue fever in Brazil and flu in the U.S., Japan, Poland and Thailand by examining three years' worth of Wikipedia search data.

The first Wikipedia exhibition opened on March 17, 2006.

It was held at the Göttingen University Library in Germany and documented the first five years of Wikipedia.

Wikipedia became one of the top 10 websites in the world in 2007.

It's the only non-profit anywhere near the top.



People who work on Wikipedia are called "Wikipedians."

Building the world's largest database of information with people from all over can be challenging. Wikipedians write rules, guidelines and essays to help other people understand being a Wikipedian. For example, "No angry mastodons" means that you shouldn't edit when you're hungry or intoxicated.

The first photo ever uploaded to Commons was a pair of quail.



Speaking of birds and photos,

have you heard of pigeon photography? "A homing pigeon was fitted with an aluminium breast harness to which a lightweight time-delayed miniature camera could be attached."



One of the first articles ever written was for the standard poodle.

It simply said, "A dog by which all others are measured." The English Wikipedia page for poodle is now more than 5,000 words, and includes the

many names that people have invented for poodles crossed with other dog breeds: Labradoodle, Poochon, Cockapoo, Spoodle, Maltipoo, Goldendoodle, Schnoodle, Pekapoos, Cavapoo, and Bernedoodle.

Wikipedia helps keep the Internet open and free.

In 2012, the Wikipedia communities blacked out the site to protest Stop Online Piracy Act (SOPA), an Act that free culture advocates believed would negatively impact freedom of speech online.

The second-most-edited English Wikipedia article of all time is about pro wrestling.

From the history, the subculture, the characters, the gimmicks, all the way to the "dramatic elements" and rules... the article has it all.



One of the competition entries

for a new Wikivoyage logo was a snake on a magic towel.

Wikivoyage is the free, worldwide travel guide that anyone can edit. We thought the snake was super cute even though it didn't win.

British army officer Sir Adrian Carton de Wiart's Wikipedia article has been retweeted more than 3,500 times.

"Lieutenant General Sir Adrian Paul Ghislain Carton de Wiart

VC, KBE, CB, CMG, DSO (5 May 1880–5 June 1963) was a British Army officer and recipient of the Victoria Cross, the highest military decoration awarded for valour 'in the face of the enemy' in various Commonwealth countries. He served in the Boer War, First World War, and Second World War; was shot in the face, head, stomach, ankle, leg, hip, and ear; survived two plane crashes; tunnelled out of a prisoner-of-war camp; and bit off his own fingers when a doctor refused to amputate them. Describing his experiences in the First World War, he wrote, 'Frankly I had enjoyed the war.'"



Wikipedians keep lists of controversies and hoaxes on Wikipedia.

One hoax claimed that Lord Byron kept a crocodile and a honey badger as pets. It would not be



easy to uncover this hoax—during his lifetime, in addition to numerous cats, dogs and horses, Byron kept a fox, monkeys, an eagle, a crow, a falcon, peacocks, guinea hens, an Egyptian crane, a badger, geese, a heron, and a goat. He took a bear to college when he found that dogs were not allowed.

Behind the scenes, bots do some of the repetitive tasks so that volunteers don't have to.

There are almost 2,000 bots approved for use on the English Wikipedia alone, and they even have names. PhotoCatBot helps people find articles that need images.

It would take over 16 years to read all of Wikipedia.

And that's if you didn't take any breaks, and never slept.

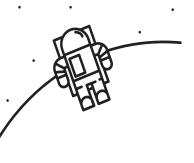


People make Wikimedia great.



The people behind the Wikimedia projects come from many cultures, have many backgrounds, but share one simple mission.

Here are just some of the tens of thousands of editors, across hundreds of languages, who take pride in developing the Wikimedia projects and helping others in doing the same. Whether it's writing whole articles, correcting tiny typos, making small donations, or just using Wikipedia for research, millions of people around the world unite around Wikimedia's mission of making it possible for everyone to freely share in the sum of all knowledge.







National Aeronautics and Space Administration (NASA) astronaut Terry Virts (left) and European Space Agency astronaut Samantha Cristoforetti, attired in training versions of their Extravehicular Mobility Unit (EMU) spacesuits, participate in a spacewalk training session in the waters of the Neutral Buoyancy Laboratory (NBL). The EVA team at NASA uses MediaWiki, the same software that runs Wikipedia. MediaWiki is developed and supported by the Wikimedia Foundation. "Wikipedia is for people who have always loved little-known facts, and who get a kick out of documenting things and putting them on a platform like this. It isn't something that just gets put away."

Alice Backer

Sharing all knowledge with every person means working to ensure more voices are included in the Wikimedia movement. New Yorker Alice Backer has made it her mission to bring in the voices of underrepresented people on Wikipedia.

Alice runs AfroCROWD editing workshops at the Brooklyn Public Library. She encourages people to edit Wikipedia to help address biases and gaps in coverage on topics relating to people of African descent.

Alice is originally from Haiti, and has been a lawyer for more than ten years. She became involved with Wikipedia in December 2014, founded AfroCROWD in February (known in the U.S. as Black History Month), and is now a member of the board of Wikimedia New York City.

"[AfroCROWD was set up] to bring more people of African descent to the Wikimedia movement through edit-athons, through training, and through support," she explains. "[The events target] subgroups of people of African

descent by making it very clear that their language is on Wikipedia, and that they can work in that language when they come to our edit-a-thons if they wish." Alice has been involved with the free culture and knowledge movements since 2005, first as part of Global Voices Online, where she covered goings-on in African and Caribbean countries. "The notion of making sure that underrepresented communities

Born in Haiti

Joined Wikipedia in 2014



Favorite article is Alice Garoute Wikipedia writers have historically lacked diversity. But the editing workshops she runs also have high rates of female attendance. "People concerned with cultural preservation, which includes language, which includes memory of the important personalities in the cultural group... those cultural organisations tend to be run by women," she says.

are better heard online, that's already

something that's a passion," she says.

For Alice, the most important aspect of these events is including as many voices as possible. Even their mission statement uses many descriptors to cover as wide a range as they can. "[Wikipedia is] the first thing that

pops up when you want to Google

something. That's the most important thing that I start the trainings with," she says. "It's for people who have always loved... little-known facts, and who get a kick out of documenting things and putting them on a platform like this. [It] isn't something that just gets put away."

Lionel Allorge

With millions of images available online, it's easy to think that sharing and using those photos ends with just a click and a save. But the rights to many of these photos still belong to their photographer, and require permission or payment to use. This is often true of even iconic images, such as pictures of national monuments or historical events.

That's why Lionel Allorge, a photographer and programmer from France, began to release his photography under free licenses to Wikimedia Commons. Unlike conventionally copyrighted images, images released under Creative Commons licenses do not require permission with every use.

"I took pictures for Wiki Loves Monuments, a yearly event where people try to take pictures of places that are of historical interest," says Lionel. "In France, we are pretty rich with these monuments, so it became kind of like a game to try to take a picture of all of them." Recently, Lionel worked with

ToucanWings, a team of aerial photogra-

phers, to shoot the Palace of Versailles, a major French landmark, from the air. Aerial photographs of the palace exist, but those photos were not free to use. "Everybody was pleased with what we did, especially the people [who run the Palace]," he says. "Before, they had to pay to use photos from the sky taken by professionals. Now, because the photos [we took] have a free license, they can reuse it whenever they want."

Born in France

Joined Wikipedia in 2006



Favorite Wikipedia page is aerial photography

Lionel has more recently become involved with "GLAM" projects, (partnerships between galleries, libraries, archives, museums, and Wikipedia).

"We are working with ceramic factory called Sèvres near Paris, well known for their traditional French ceramics," explains Lionel. "We are filming the people making those ceramics so we can save that knowledge for future generations."

He says being able to contribute to Wikipedia in an area that is not a part of his profession has been refreshing. What's even more exciting for Lionel is how wildly perceptions of Wikipedia have changed over time.

"At first, everyone was suspicious

about Wikipedia, not knowing whether it's truthful. But now most people I know trust it as the first place to go when you want to find out about something," he says. "I think the main success factor of Wikipedia is really that it is free as in beer, and free as in freedom."

"I think the main success factor of Wikipedia is really that it is free as in beer, and free as in freedom." "I believe Hindi is incomplete without Urdu, and that Urdu is incomplete without Hindi. If you want to develop one, you must also develop the other."

Ahmed Nisar

Hundreds of languages are spoken in India, but there is no one national language. Instead, the constitution recognizes 22 languages with official status. Wikimedians in India are passionate about finding a home for each of these

languages in Wikipedia.

That's where academic Ahmed Nisar Syed comes in. As a contributor to Wikipedia in not one, but four languages— Urdu, Telugu, Hindi and English—Ahmed edits across articles covering religion, philosophy, geography, politics, languages, and science.

Ahmed celebrates the close connection between many languages and cultures in India, an intimacy reflected in the cooperation between Wiki projects in Hindi and Urdu. "I believe Hindi is incomplete without Urdu, and that Urdu is incomplete without Hindi," he explains. "If you want to develop the Hindi Wikipedia, you must develop the Urdu Wikipedia and vice versa."

Ahmed was born in Madanapalle, a small city in the southeastern state of Andhra Pradesh. Today, he lives and works in Pune. When Ahmed started editing Wikipedia, he was one of just two active Indian editors on Urdu Wikipedia. Today, he counts fourteen active editors in India and more in Pakistan. In 2014, Ahmed was honored by his fellow editors for his extraordinary contributions to Telugu Wikipedia. The award, titled the Komarraju Lakshmana Rao Wikimedia Puraskaram,

> is named after Komarraju Lakshmana Rao, the first modern historian of the Telugu language. The honor encouraged him to get more involved.

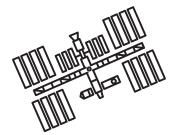
Ahmed has been part of outreach events for Wikipedia in both Telugu and Urdu languages across India. He has also developed an integrated plan for the promotion of Persian script-based Indic Wikipedias, such as Urdu.

As an academic, Ahmed keeps a keen eye on classical Urdu literature available in several highly respected libraries. "Talks are going on with few institutions [about the] digitization of their library books on Unani medicine," he says. "I strongly believe that these kinds of projects will definitely help to do some better work."

He hopes that other people will contribute to Wikipedia in their native language, so that Wikipedia can become a bridge between traditional cultures and modernity, preserving cultural heritage for generations of future knowledge seekers around the world.



Joined Wikipedia in 2009



Favorite Wikipedia article is about the universe

The Goodall family from Tierra del Fuego are globetrotters.

The family has been chronicling their adventures on their website, and say that using Wikipedia has been an integral part of their journey.

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The Museo Soumaya is the most visited museum in Mexico City. It is also the site of the longest continuous Wikimedia edit-a-thon ever recorded.

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WIKIMANIA 15

WILLIAM DOLLA

"If grandmothers, mothers edit Wikipedia, they feel how important the work is that they do, and how important it is to make a heritage for future generations."

Susanna Mkrtchyan

Susanna Mkrtchyan is a grandmother on a mission: She's working to give Armenian students the same educational opportunities as students who live in the United States—and she's using Wikipedia to do it.

Susanna is a professor in the field of database and system research. Two years ago, she started using the English she learned as a student to translate English Wikipedia into Armenian and Russian. On the Armenian Wikipedia, she focuses on Armenian history and education.

From the capital city Yerevan, Susanna incorporates editing Wikipedia into her life, finding time between her professional calling and taking care of her family. "When I'm not stirring the soup, I'm working on Wikipedia."

Her twin grandsons used to bring her articles about basketball to edit on Wikipedia, so she told them, "Create an account and edit yourself." And Susanna was the perfect teacher to show them the ropes.

"I want our young people to have high education because, after the collapse of the Soviet Union, our education collapsed, too, a little," she says. "That's why I want to take Wiki projects into universities and schools."

Born in Armenia

problems.

Joined Wikipedia in 2010



Favorite Wikipedia article is The 7 Habits of Highly Effective People She attended Wikimania 2011 in Haifa, Israel, and talked with Wikimedia Foundation representatives about starting a chapter in Armenia.

Susanna realized Wikipedia could create an environment for scientists inside Armenia and abroad to collaborate and resolve

Soon after, Susanna began organizing activities to meet with the Armenian Wikipedia administrators and editors. Not only did she help found the Wikimedia Armenia chapter, she is its first president. "Now we have a more or less active group and we all help each other to make the Armenian Wikipedia better." She hopes more people will consider offering their talents to Wikipedia Armenia.

"Wikipedia, editing in Wikipedia helps you to better organize your speech," says Susanna. She also believes it teaches tolerance for other people.

"If grandmothers, mothers edit Wikipedia, they feel how important the

work is that they do, and how important it is to make a heritage for future generations," she said.

Emna Mizouni

In 1991, Tunisia became the first nation in Africa to connect to the internet. Today, it is one of the most connected countries in the Middle East and North Africa, with a thriving community of digital activists and free culture advocates. One of these is Wikimedian Emna Mizouni.

Emna works for Carthagina, a non-governmental organization in Tunis that raises awareness about Tunisian history and heritage. She helps make images of Tunisia available to the public through community projects like Wiki Loves Monuments on Wikimedia Commons, the world's largest freely-licensed media repository.

"I'm very concerned about the heritage and history, so this is an important thing for me," she says. "To promote Tunisian heritage through [this] photo contest... [our] monuments, historical sites, cuisine, tradition, customs, everything."

Wiki Loves Monuments is a volunteer-led international photo

contest that encourages people to contribute freely-licensed images of local historical monuments and heritage sites in their region. According to the Guinness Book of Records, it holds the world record for largest photography competition. Each year, more than 300,000 photos are added through the contest. Emna, along with other community members from Northern Africa, have organised three editions of the annual contest in Tunisia since 2013. The contest has attracted thousands of images from volunteers, ten of which are selected as winners every year.

Born in Tunisia

Joined Wikipedia in 2013



Favorite Wikipedia article is Ramadan Bey Square.

"I fell in love with Wikimedia projects, and I tried to spread the word," she says. "I joined now, so I can contribute and I see the importance of contributing. It's aligned with the objective of my NGO, I have to do it. It's a must-do thing."

Emna says the Wikimedia projects can even be used as a form of advocacy, for example to express opposition to terrorism that has taken place in the area. When Tunisia's Bardo National Museum was attacked in 2015, volunteers contributed images of the museum, and expanded related Wikipedia articles. "We're resisting by doing this," she explains. "It's not only Tunisia who is concerned with the terrorism. Tunisia is joining the league of other countries, occidental countries."

It's been a challenging few years for the country, which played a key role in 2011's Arab Spring—also documented on Wikipedia. Emna sees free knowledge as a positive way to move forward.

"Everyone is aware about the importance of having this information on Wikipedia, so we are trying to contribute as much as we can," she says. "We are delivering a new image [of] Tunisia. We are showing the world the real Tunisia." "The positive energies of it, the wanting to make the world better, that's Wikipedia for me. That's what I want to share with people."



Thank you to our contributors!

Wikipedia gives us the ability to share, know, and learn with the entire world. And it's the generosity of people all over the world that keeps Wikipedia free and going strong. Donors are a rare and special few: about 1% of Wikipedia readers donate. We appreciate that they support all of Wikipedia—from our useful everyday facts to our most magical, obscure reaches.

We are grateful for all donations. We give special thanks to those who gave over 1,000 USD this year:

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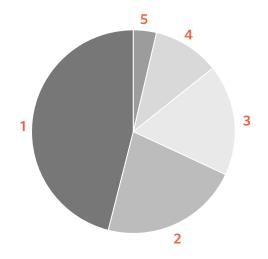
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Financial position

Transparency is a core principle of the Wikimedia Foundation, and we are proud to be recognized as one of the most transparent non-profit organizations in the world. Our annual plan and operating budget are developed through open processes, subject to community feedback and Board approval, and always available to the public for full review.

As with last year, we have broken down our efforts into three key areas: how donor contributions support the Wikimedia websites, the Wikimedia community, and the free knowledge ecosystem. These are supported by our administrative, governance, and fundraising efforts.



1 Direct support to websites

Keeping the Wikimedia websites online is about more than just servers and electricity. It also includes ongoing engineering improvements, product development, design and research, and legal support.

2 Direct support to communities

The Wikimedia projects exist thanks to the communities that create and maintain them. We strengthen these communities through grants, projects, and tools to build capacity of contributors, and support the legal defense of editors.

3 Administration & governance

Our core values include transparency and accountability. We manage funds and resources responsibly, and recruit and support skilled, passionate people to advance our mission.

4 Fundraising

Donors support the Wikimedia mission. The fundraising team engages these remarkable individuals to ensure the Wikimedia Foundation and communities have the resources they need.

5 Support of free knowledge

Wikimedia is a part of a larger free knowledge movement. An estimated 3.7% of our operating expenditure supports policy, advocacy, education, and partnerships to strengthen and share our mission.



BALANCE SHEET

From July 1st, 2014-June 30th, 2015

Assets

| 5,089,075 9,259,798 981,585 |
|-----------------------------------|
| , , |
| 5,089,075 |
| |
| 67,423,527 |
| 1,997,599 |
| 29,008,310 |
| 1,222,140 |
| 35,195,478 |
| |

Liabilities and Net Assets

Current liabilities

| Total liabilities | 4,933,687 |
|---------------------------|-----------|
| Total current liabilities | 4,933,687 |
| Other liabilities | 235,394 |
| Deferred revenue | 7,276 |
| Accrued expenses | 3,649,116 |
| Accounts payable | 1,041,901 |

Net Assets

| Unrestricted | 71,764,845 |
|----------------------------------|------------|
| Temporarily restricted | 6,055,453 |
| Investments | 23,261 |
| Total net assets | 77,820,298 |
| Total liabilities and net assets | 82,753,985 |

STATEMENT OF ACTIVITIES

From July 1st, 2014-June 30th, 2015

Unrestricted Net Assets

| Total support and revenue | 75,797,223 |
|--|------------|
| Release of restrictions on temporarily restricted net assets | 2,609,132 |
| Investment income, net | 445,341 |
| Other income, net | 270,296 |
| In-kind service revenue | 235,570 |
| Donations and contributions | 72,236,884 |
| pport and Revenue | |

Expenses

| Salaries and wages | 26,049,224 |
|-------------------------------------|------------|
| Awards and grants | 4,522,689 |
| Internet hosting | 1,997,521 |
| In-kind service expenses | 235,570 |
| Donations processing expenses | 2,484,765 |
| Professional service expenses | 7,645,105 |
| Other operating expenses | 4,449,764 |
| Travel and conferences | 2,289,489 |
| Depreciation and amortization | 2,656,103 |
| Special event expense, net | 266,552 |
| Total expenses | 52,596,782 |
| Increase in unrestricted net assets | 23,200,441 |

Temporarily Restricted Net Assets

| Contributions | 5,014,816 |
|--|-------------|
| Release of restrictions on temporarily restricted net assets | (2,609,132) |
| Increase in temporarily restricted net assets | 2,405,684 |
| Increase in net assets from operations | 25,606,125 |
| Foreign currency translation adjustment | (1,260,848) |
| Increase in net assets | 24,345,277 |
| Net assets, beginning of year | 53,475,021 |
| Net assets, end of year | 77,820,298 |

Wikimedia Endowment

"Imagine a world in which every single human being can freely share in the sum of all knowledge."

That's the Wikimedia vision. It inspires and informs hundreds of millions of people around the globe. To ensure future support for this vision, we are pleased to announce the creation of the Wikimedia Endowment.

Wikipedia is created by people, for people. It belongs to each of us. From humble beginnings, it has grown to more than 35 million articles in hundreds of languages, used by hundreds of millions of people all over the world. Wikipedia serves everyone on earth, age zero and up.

It is a cherished public trust, and a common good.

And Wikipedia is made possible by the world: by the contributions of tens of thousands of volunteer writers, and millions of generous donors. It is the only donor-sustained name among the world's most-visited websites. It is supported by the non-profit Wikimedia Foundation, which maintains the servers and other essential operations.

This Endowment will serve as a perpetual source of support for Wikipedia and the Wikimedia Foundation. It will empower people around the world to create and contribute free knowledge, and share that knowledge with every single human being.

With your support, we are only getting started. Help us ensure that Wikipedia lives forever!

To learn more about the Wikimedia Endowment or planned giving, please write: endowment@wikimedia.org

About the Endowment: The Endowment has been established, with an initial contribution by the Wikimedia Foundation, as a Collective Action Fund at Tides Foundation. Tides is a public charity with a 40-year track record of holding and managing charitable funds for nonprofit organizations. The purpose of the Wikimedia Endowment is to act as a permanent safekeeping fund to generate income to support the operations and activities of the Wikimedia projects in perpetuity. An Advisory Board, nominated by the Wikimedia Foundation and appointed by Tides, will make recommendations to Tides related to the Endowment. Tides or the Wikimedia Foundation may choose to transfer the Endowment from Tides to the Wikimedia Foundation, or other charities identified by the Wikimedia Foundation. At that point, the Endowment would continue to be a permanent, income-generating fund to support the Wikimedia projects.



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