

# ANNUAL REPORT 2014



**WIKIMEDIA**  
DEUTSCHLAND

Work in progress: Wikimedia Deutschland's new open spaces during the construction phase.



Better together: Participants in the culture hackathon Coding da Vinci.



# OPENING DOORS TO FREE KNOWLEDGE

In 2014, we opened the doors of our new premises on Tempelhofer Ufer in Berlin to all those with an interest in free knowledge. The aim was to create a central location for the development of creative projects and new ideas – and we succeeded! With a total of 213 events on the topic of free knowledge held here since its opening, the building has welcomed a consistently high number of visitors.

Voluntary Wikipedia contributors met up here to edit articles together and plan new projects; groups and organizations used the space to discuss the topic of open educational resources; and free software was programmed on the premises.

Wikimedia Deutschland also held its own events, bringing people together to discuss ideas and to network. The broad spectrum of topics covered included issues of living and learning in the digital age. Over the course of the year, we welcomed just under 5,000 guests to our new premises. “Connecting and enabling” was our motto for 2014. In this report we will use four examples to demonstrate how we implemented this motto on a practical level. The report will also include a detailed look back at the annual finances for 2014, as well as a brief outlook for 2015.



Welcome to Wikimedia Deutschland!

## CONTENTS

Gesellschaft zur Förderung Freien Wissens	4
Four examples of our work:	
Supporting volunteers	6
Further developing technology and software	8
Collaborating with educational institutions	10
Raising awareness in society	12
Financials	14
Members	25
Outlook for 2015	26
Imprint	27

# TO CONNECT AND ENABLE

Wikimedia is a global movement that promotes the idea of free knowledge. All Wikimedia projects, such as Wikipedia, are coordinated by the non-profit Wikimedia Foundation, whose headquarters are in San Francisco, USA. Over 40 independent national organizations support Wikimedia projects on-site. Wikimedia Deutschland is a non-profit association and the largest and oldest of all Wikimedia's national organizations.

We envisage a world where everyone has free access to the sum of human knowledge. To really drive the idea of free knowledge forward, changes need to occur in all areas of society, and these changes have to begin within the community. In 2014, therefore, the guiding principle of "connecting and enabling" played a crucial role in our collaborations with voluntary Wikimedia contributors, partner organizations, educational and cultural institutions and policy makers. Our activities primarily target the four following areas:

## SUPPORTING VOLUNTEERS

We facilitate ideas to improve Wikimedia projects. We provide important resources (such as photo equipment and specialist literature), cover travel costs, and form the logistical backbone of volunteer projects for the creation, collection, and dissemination of free knowledge.

## DEVELOPING TECHNOLOGY AND SOFTWARE

We are constantly improving the technical infrastructure and tools without which

projects like Wikipedia would not be possible. In 2013, for example, we set up Wikidata, a new database for Wikipedia work, with over 16 million entries already.

## COLLABORATING WITH EDUCATIONAL INSTITUTIONS

We persuade museums, archives and scientific institutions to make their content freely available so that it can be accessed and used by the general public.

## RAISING AWARENESS IN SOCIETY

We work to raise awareness for free knowledge on a German and European level among policy makers and civil society. National institutions need to make the advancement of the free reuse of state-owned works a public duty.

In this report, we will provide more detailed information about the initiatives and projects we implemented in these four areas in 2014. As it is not possible to discuss here the full scope of our work, we have selected one example to illustrate our activities in each area.

## VISION

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

# Gesellschaft zur Förderung Freien Wissens

## MISSION

Wikimedia Deutschland promotes the creation, collection and dissemination of open content to promote equal access to knowledge and education.

## VALUES

Partnership, free knowledge, openness, dialog, solutions

# WILLKOMMEN COLOGNE AND HAMBURG!

A large part of Wikimedia Deutschland's work involves supporting volunteers in their activities for Wikimedia projects. We do this, for example, by covering travel costs for conferences, by providing photo equipment and specialist literature for work on Wikipedia articles, and through helping out with the logistics of hosting events and implementing projects.



The Wikipedian Salon is organized on a regular basis by two volunteers. After the initial editions held in Berlin, the Salon took to the road in 2014 with an appearance at WikiCon in Cologne.

When it came to supporting volunteers in 2014, the year's motto "connecting and enabling" took on a spatial dimension. With the opening of our new premises in Berlin, we were able to offer volunteers a physical space in which to develop new ideas. Throughout the year, various groups of volunteers met regularly at the location on Tempelhofer Ufer to edit Wikipedia articles together, debate Wikipedia issues in roundtable discussions with experts, or to learn from one another in workshops. The positive feeling of working together

on big new ideas and projects helps create the motivation that is fundamental to all voluntary activities, and the popularity of our new location in Berlin is a clear indication of just how invaluable these get-togethers with other free knowledge enthusiasts can be in providing such motivation. Much more can be achieved together.

The idea of a physical meeting point for the local volunteer community served as a blueprint for groups of volunteers in various other German cities.



Long-time Wikipedians in the Cologne region set up a fixed port of call for all those interested in free knowledge. Wikimedia Deutschland helped this group to quickly find and rent suitable premises, which they named [Lokal K](#). The space was officially opened in April, and since then Lokal K has regularly hosted Wikipedia consultation hours, editor meetings, workshops and many other events from jury meetings for writing competitions to [Wiki-Cheese Cologne](#) – a cheese photo marathon for illustrating Wikipedia articles.



Lokal K was also visited by volunteers from all across the country in 2014, as the largest meeting of the German Wikipedia community, [WikiCon](#), took place in Cologne. Shortly after the Cologne location was up and running, a group from Hamburg also came together to establish a regional Wikipedia space in the north of the country. Since October 2014, [Kontor Hamburg](#) has provided a fixed location in the city's center for volunteers to come together

and work on projects such as joint article editing. Much like its counterparts in Cologne and Berlin, Kontor Hamburg acts as a port of call for those interested in Wikimedia and provides the necessary infrastructure for implementing free knowledge project ideas. In late 2014, volunteers met at the location to have preliminary discussions about collaborations with Hamburg museums.



[Lokal K takes shape.](#)

[Wikipedians celebrate the opening of Kontor Hamburg.](#)

Berlin, Cologne, Hamburg – more to come in 2015! Volunteers are coming together in Hanover, Munich, Bremen, Stuttgart and Dresden with a view to establishing similar points of contact for providing information on Wikipedia and spaces for joint free knowledge project work.



[Volunteers toast the new Lokal K.](#)

[Even from the outside it's clear that this is a place where things get done.](#)

# WIKIDATA: THE BACKBONE OF WIKIMEDIA PROJECTS

One of Wikimedia's latest projects, Wikidata, is a collaborative central database with effective tools for making all the world's facts machine-readable, publicly accessible and easy for all to reuse.



Visualization of geographical coordinates on Wikidata

Wikidata is a central location that pools and sorts information, such as urban population figures, which can then be integrated into other Wikimedia projects. This facilitates data management for Wikipedia authors and increases the quality of the projects.

For example, if an author changes the population of Cologne in Wikidata, the updated figure will appear in every other linked Wikipedia language version.

The aim of Wikidata is to give more people more access to more knowledge. Even though the project only turned two in 2014, it has already established itself as an essential part of the Wikimedia world. Wikidata is growing day by day, with new volunteers joining the Wikidata community and new topics being integrated, increasing in turn the volume of data that needs to be managed.



With Sir Nigel Shadbolt and Sir Tim Berners-Lee: Wikidata product manager Lydia Pitscher and Wikidata volunteer Magnus Manske accept the ODI award.

Wikidata also gained recognition beyond the Wikimedia world in 2014. In November 2014, Wikidata received the Open Data Institute's Open Data Award, and more and more institutions and organizations outside of Wikimedia are feeding their data records into the system and using Wikidata for new projects.

Needless to say, such a large project requires many helping hands. Wikimedia Deutschland works in very close coope-

ration with the large international Wikidata community and values their input with regards to features that are yet to be developed. The big Wikidata project brings together full-time software developers and countless volunteers from all over the world, all with one common goal: to use Wikidata to create the best possible free database for the world's knowledge.



The Wikidata team receives the gift of a painting for the project's second birthday.

# LEARNING FROM ONE ANOTHER: OPEN EDUCATIONAL RESOURCES

Wikipedia and Wikidata are freely accessible for everyone to use. We envisage the same being true for all educational resources in future.



Working together for open educational resources: the OER Conference 2014 helper team.

Open educational resources (OER) are teaching and learning content, that are free for all to use and adapt as they wish. We believe that we should also apply Wikipedia's participatory working methods to the educational sector and use the sum of human knowledge. We at Wikimedia Deutschland have been actively committed to open educational resources since 2013. By organizing the first continental European conference on OER, we managed to bring together many of the field's important players and increase awareness of the topic. In 2014, we succeeded in making the conference bigger, in collaboration with high-ranking partners in educational policy-making (such as the German Federal Agency for Civic Educa-

tion) and under the patronage of the German UNESCO Commission. A total of 300 participants representing various stakeholder groups (from teaching staff and international NGOs to textbook publishers) attended the two-day conference to discuss the future of open educational resources.

As guests at the conference, political decision-makers also benefited from the diverse expertise and range of new ideas on the potential of open educational resources. With the help of the Free Education Alliance, we redoubled our efforts to network with important stakeholders in society in 2014. Together with Creative Commons, the Open Knowledge Foundation in Germany and many other partners,

More than 300 OER enthusiasts met over two days to discuss the future of OER.



we formulated and widely communicated recommendations for political action on integrating OER into the education system. Through this and other activities, 2014 saw us place the topic of OER firmly on the educational policy agenda and contribute our expertise in this area.

Next year we will make headway with OER in Germany together with political

and social decision-makers. With an OER pilot project we aim to address this topic on all levels and to strengthen and expand the acceptance and willingness to embrace OER using a transparent and participatory approach. This will allow us to pave the way for bringing open educational resources to classrooms, universities and homes.



An active interest: Wikimedia Deutschland employee Sebastian Horn-dasch appears on German news program Tagesschau to discuss the OER Conference.



Wikimedia representatives from all over Europe at a networking event in Brussels.



Karl, Lukas and Dimitar in Brussels before meeting with Günther Oettinger.

# FURTHERING FREE KNOWLEDGE IN EUROPE

In order to make content freely accessible, copyright law regulations need to be changed to adapt to the digital age. As such fundamental changes are to be applied across national borders, the guidelines for a modern copyright law are being drawn up in Brussels.

Our efforts to improve the political framework for free knowledge in 2014 were primarily focused on “connecting and enabling” at the European level.

In the [Free Knowledge Advocacy Group EU \(FKAGEU\)](#) Wikimedia



Deutschland has joined forces with 14 other European Wikimedia organizations to coordinate Wikimedia’s work on a political level.

The notion that we can achieve more together applies here, too. Our “man in Brussels” [Dimitar Dimitrov](#) has been doing the groundwork since 2013, monitoring and reporting on the current situation and is responsible for networking

with political decision-makers and other relevant actors. His input is decisive for the group’s work. The FKAGEU has drawn up a position paper for the copyright law reform, which sets out the most important foundations for spreading free knowledge. Among other things, it calls for publically financed and commissioned works – be it photos, texts or the results of studies – to be freely accessible to the general public for reuse. In 2014, these proposals were communicated to the relevant stakeholders and political decision-makers and supported with further measures. As representative of the Wikimedia movement in Brussels, Lukas Mezger, deputy chairperson of Wikimedia Deutschland’s Supervisory Board, spoke to the EU Commissioner for the Digital Economy and Society, Günther Oettinger, in February 2015 about how access to knowledge and cultural heritage through cultural institutions, such as libraries and museums, can be facilitated.

# BALANCE SHEET OF WIKIMEDIA DEUTSCHLAND E. V.

This section shows separate balance sheets and profit and loss statements for the association Wikimedia Deutschland and Wikimedia Fördergesellschaft (WMFG). Both are non-profit.

<b>ASSETS</b> in euros	Dec. 31, <b>2014</b>	Dec. 31, <b>2013</b>
<b>FIXED ASSETS</b>		
<b>Intangible assets</b>	<b>2,869.00</b>	<b>833.00</b>
Indefinite assets such as owned licenses or acquired usage rights	2,869.00	833.00
<b>Tangible assets</b>	<b>159,831.00</b>	<b>167,797.00</b>
Other property, plant and equipment	159,831.00	167,797.00
<b>Financial assets</b>	<b>25,654.83</b>	<b>25,654.83</b>
Shares in affiliated companies	25,654.83	25,654.83
<b>Total fixed assets</b>	<b>188,354.83</b>	<b>194,284.83</b>
<b>CURRENT ASSETS</b>		
<b>Receivables and other assets</b>	<b>2,839,888.69</b>	<b>3,564,721.42</b>
Receivables from obligations related to forwarded funds	2,558,145.00	3,400,000.00
Accounts receivable	140,351.10	17,474.54
Other current assets	141,392.59	147,246.88
<b>Cash and Bank deposits</b>	<b>284,097.62</b>	<b>391,197.66</b>
<b>Total current assets</b>	<b>3,123,986.31</b>	<b>3,955,919.08</b>
Prepaid expenses and deferred charges	20,254.22	10,732.93
<b>TOTAL ASSETS</b>	<b>3,332,595.36</b>	<b>4,160,936.84</b>

This item corresponds to 100% of all shares in the Wikimedia Fördergesellschaft, including incidental expenses related to the founding of the company.

Thereof from the Wikimedia Fördergesellschaft: €1,718,145 (previous year: €2,104,000)

Wikimedia Fördergesellschaft is a wholly owned subsidiary of the association. It has been collecting donations for Wikimedia Deutschland and the Wikimedia Foundation (USA) since 2010. The association carries out projects that promote free knowledge.

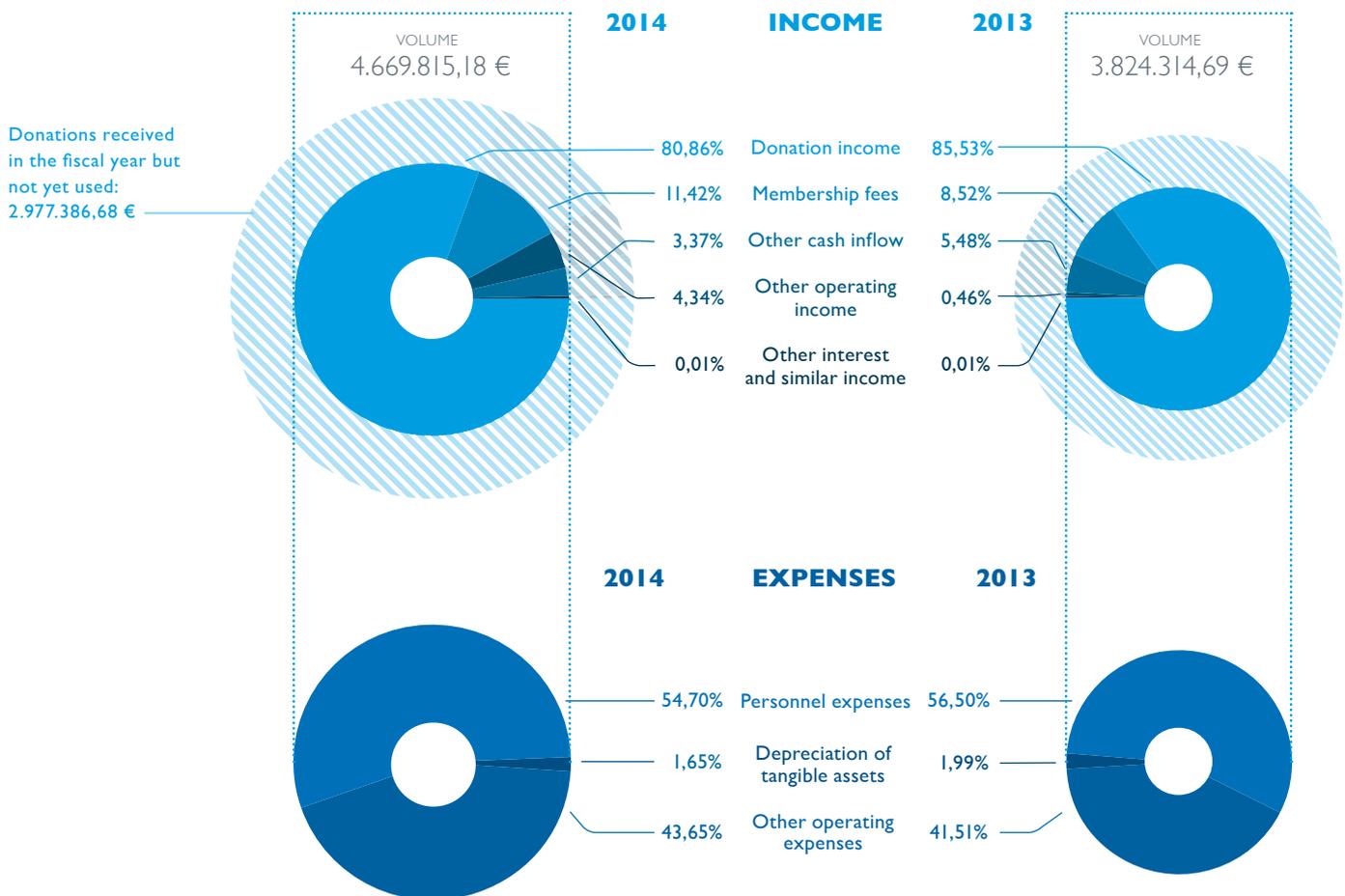
The Fördergesellschaft is engaged in altruistic activities and does not pursue any profit-making purposes. The association's balance sheet was prepared in accordance with the German Commercial Code (HGB) and audited by KPMG.

<b>EQUITY AND LIABILITIES</b> in euros	<b>Dec. 31, 2014</b>	<b>Dec. 31, 2013</b>
<b>UNUSED DONATIONS</b>		
Donations not yet used per the association's	<b>3,104,021.19</b>	<b>3,883,195.83</b>
Thereof free reserves	126,634.51	126,634.51
<b>ACCRUED LIABILITIES</b>		
Provisions	<b>118,672.30</b>	<b>109,108.21</b>
Provisions for taxation	375.58	0.00
Other provisions	8,365.00	8,900.00
Provisions for closing and auditing	10,710.00	16,500.00
Provisions for personal costs	99,221.72	83,708.21
<b>LIABILITIES</b>		
Accounts payable	<b>109,901.87</b>	<b>168,632.80</b>
Payables related to earmarked donations	38,280.25	73,356.55
Trade accounts payable	29,041.64	54,968.98
Other payables	42,579.98	40,307.27
Deferred revenue	0.00	0.00
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>3,332,595.36</b>	<b>4,160,936.84</b>

— Remaining funds for the continuation of the Wikidata project in 2015.

# PROFIT AND LOSS STATEMENT FOR WIKIMEDIA DEUTSCHLAND E. V.

A profit and loss statement calculates how much equity an organization has during a period of a fiscal year. Wikimedia Deutschland's equity comes in the form of donations. Here equity refers to a position on the balance sheet. This annual financial statement uses the officially recognized HFA 21 standard.



<b>INCOME AND EXPENSES</b> in euros		<b>2014</b>	<b>2013</b>
<b>Donation income</b>		<b>3,776,325.36</b>	<b>3,270,540.62</b>
Donations received in the fiscal year		4,142,124.92	3,700,458.49
Donations pledged in the fiscal year		2,558,145.00	3,400,000.00
Donations received in the fiscal year but not yet used		-2,977,386.68	-3,829,917.87
From inheritances		53,442.12	0,00
<b>Membership fees</b>		<b>532,987.06</b>	<b>325,993.00</b>
<b>Other cash inflow</b>		<b>157,178.07</b>	<b>209,707.44</b>
<b>Other operating income</b>		<b>203,140.10</b>	<b>17,622.31</b>
Income from reversal of provisions		5,066.36	5,765.71
Income from ordinary activities		198,073.74	11,856.60
<b>Personnel expenses</b>		<b>-2,554,270.21</b>	<b>-2,160,867.00</b>
Wages and salaries		-2,166,202.67	-1,814,874.22
Social security contributions and expenses for pensions and other benefits		-388,067.54	-345,992.78
<b>Depreciation of intangible fixed assets and tangible asstes</b>		<b>-76,992.96</b>	<b>-76,266.58</b>
<b>Other operating expenses</b>		<b>-2,037,041.00</b>	<b>-1,587,179.44</b>
<b>Other interest and similar income</b>		<b>184.59</b>	<b>451.32</b>
<b>Results from ordinary activities</b>		<b>1,511.01</b>	<b>1.67</b>
<b>Withholding tax</b>		<b>-1,510.79</b>	<b>-1.67</b>
<b>Flat rate tax</b>		<b>-0.22</b>	<b>0.00</b>
<b>ANNUAL SURPLUS</b>		<b>0.00</b>	<b>0.00</b>

— Funds totaling more than €840,000 from the Wikimedia movement's Funds Dissemination Committee and €1,718,145 from the Wikimedia Fördergesellschaft.

# BALANCE SHEET OF WIKIMEDIA FÖRDERGESELLSCHAFT

A balance sheet provides an overview of an organization's assets. It gives information about where funds come from and how they are used. It also tells about fixed assets, moveable assets and immoveable assets. The latter refer to moveable things like computers or licenses and immoveable things like land.

<b>ASSETS</b> in euros	Dec. 31, <b>2014</b>	Dec. 31, <b>2013</b>
<b>FIXED ASSETS</b>		
Intangible assets	1.00	5,270.00
Indefinite assets such as owned licenses or acquired usage rights	1.00	5,270.00
Tangible assets	1,384.00	2,925.00
Other property, plant and equipment	1,384.00	2,925.00
<b>Total fixed assets</b>	<b>1,385.00</b>	<b>8,195.00</b>
<b>CURRENT ASSETS</b>		
Receivables and other assets	365,786.98	511,397.04
Bank deposits	7,913,665.79	6,949,032.43
<b>Total current assets</b>	<b>8,279,452.77</b>	<b>7,460,429.47</b>
Prepaid expenses and deferred charges	1,897.50	0.00
<b>TOTAL ASSETS</b>	<b>8,282,735.27</b>	<b>7,468,624.47</b>

Until 2010 we used cash accounting to prepare the annual financial statements. In 2011 we converted to full balance sheet accounting as per the German Commercial Code (HGB), because this method allows

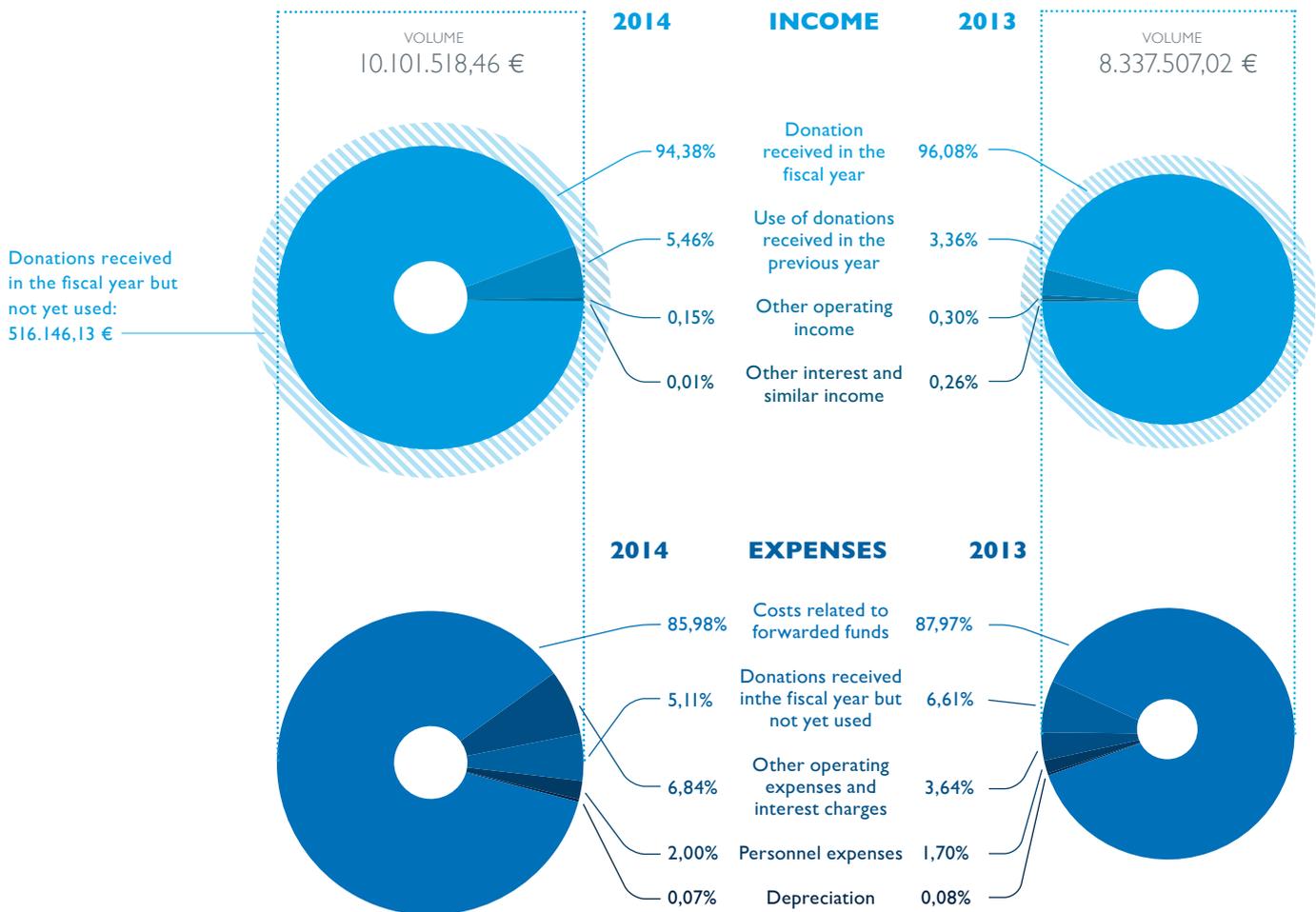
for more comprehensive comparisons. As in 2013, the auditing firm KPMG attested the 2014 statements with an unqualified opinion.

<b>EQUITY AND LIABILITIES</b> in euros	Dec. 31, <b>2014</b>	Dec. 31, <b>2013</b>
<b>EQUITY</b>		
Subscribed capital	25,000.00	25,000.00
<b>UNUSED DONATIONS</b>		
Donations not yet used per the association's charter	516,146.13	551,379.00
<b>ACCRUED LIABILITIES</b>		
Provisions for personal costs	9,091.81	1,231.74
Other provisions	255,000.00	70,300.00
Provisions for closing and auditing	10,225.00	13,000.00
<b>LIABILITIES</b>		
Accounts payable	7,467,272.33	6,807,713.73
Payables from obligations related to forwarded funds	7,420,318.00	6,799,817.57
Trade accounts payable	42,330.43	5,311.27
Other payables	4,623.90	2,584.89
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>8,282,735.27</b>	<b>7,468,624.47</b>

— Funds reported under this item are forwarded to Wikimedia Deutschland and the Wikimedia Foundation.

# PROFIT AND LOSS STATEMENT OF WIKIMEDIA FÖRDERGESELLSCHAFT

In keeping with its purpose, the Fördergesellschaft's annual fundraising campaign is central to its profit and loss statement. It was more successful in 2014 than ever before: More than 382,000 people supported the idea of free knowledge with a donation during the 50-day campaign. That's about 60,000 more people than the year before.



The average donation was just under €21, and the most common amount to be donated was €5. In the course of the campaign, more than 6,500 people decided

to become members of Wikimedia Deutschland to continue their support of free knowledge.

<b>INCOME AND EXPENSES</b> in euros	<b>2014</b>	<b>2013</b>
<b>Donation income</b>	<b>9,567,373.34</b>	<b>7,738,993.13</b>
Donations received in the fiscal year	9,532,140.47	8,010,372.13
Donations received in the fiscal year but not yet used	-516,146.13	-551,379.00
Used of donations received in the previous year	551,379.00	280,000.00
<b>Other operating income</b>	<b>2,765.03</b>	<b>21,978.39</b>
Income from reversal of provisions	553.67	17,308.66
Income from ordinary activities	1,265.72	4,619.33
Other ordinary income	948.64	50.40
<b>Cost related to forwarded funds</b>	<b>-8,685,251.43</b>	<b>-7,334,110.65</b>
<b>Personnel expenses</b>	<b>-202,065.11</b>	<b>-141,756.03</b>
Wages and salaries	-169,029.68	-118,172.34
Social security contributions and expenses for pensions and other benefits	-33,035.43	-23,583.69
<b>Depreciation of intangible fixed assets and tangible asstes</b>	<b>-7,168.99</b>	<b>-6,628.50</b>
<b>Other operating expenses</b>	<b>-690,884.27</b>	<b>-303,543.20</b>
<b>Other interest and similar income</b>	<b>15,230.96</b>	<b>25,156.50</b>
<b>Interest and similar expenses</b>	<b>-2.53</b>	<b>-89.64</b>
<b>ANNUAL SURPLUS</b>	<b>0.00</b>	<b>0.00</b>

# REVENUE PERFORMANCE OF WIKIMEDIA DEUTSCHLAND E. V. AND WIKIMEDIA FÖRDER- GESELLSCHAFT

The balance sheets and profit and loss statements on the previous eight pages show how the two organizations used their funds last year. This page shows how those items compare with the years before.

## 2014

<b>ASSOCIATION</b> (all amounts in euros)	<b>WMDE</b>	<b>FG</b>	<b>TOTAL</b>
<b>Donations (total)</b>	<b>351,176.05</b>	<b>9,532,140.47</b>	<b>9,883,316.52</b>
Private donations	351,176.05	9,532,140.47	9,883,316.52
Corporate donations	0.00	0.00	0.00
Donations earmarked for the realization of the Wikidata project	0.00	0.00	0.00
Donations received in the fiscal year but not yet used	-2,977,386.68	-516,146.13	-3,493,532.81
Use of donations received in the previous year	390,948.87	551,379.00	942,327.87
<b>Cash inflow from fines</b>	<b>1,105.17</b>	<b>0.00</b>	<b>1,105.17</b>
<b>Membership fees</b>	<b>532,987.06</b>	<b>0.00</b>	<b>532,987.06</b>
<b>Allocations from FG to WMDE</b>	<b>3,400,000.00</b>	<b>0.00</b>	<b>3,400,000.00</b>
<b>Donations pledged in the current fiscal year for the following fiscal year</b>	<b>2,558,145.00</b>	<b>0.00</b>	<b>2,558,145.00</b>
<b>Royalties</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other income</b>			
Grants / income from various projects	132,996.14	0.00	132,996.14
Grants from other Wikimedia Chapter	9,307.15	0.00	9,307.15
Income from continuing operations	216,909.71	2,768.03	219,677.74
From inheritances	53,442.12	0.00	53,442.12
<b>Interest income</b>	<b>184.59</b>	<b>15,230.96</b>	<b>15,415.55</b>
<b>TOTAL REVENUES</b>	<b>4,669,815.18</b>	<b>9,585,372.33</b>	<b>14,255,187.51</b>

There are two reasons why some items do not show an amount (0.00). One is the switch to German Commercial Code

accounting. The other is that the Fördergesellschaft did not post any other cash inflow besides donation revenue.

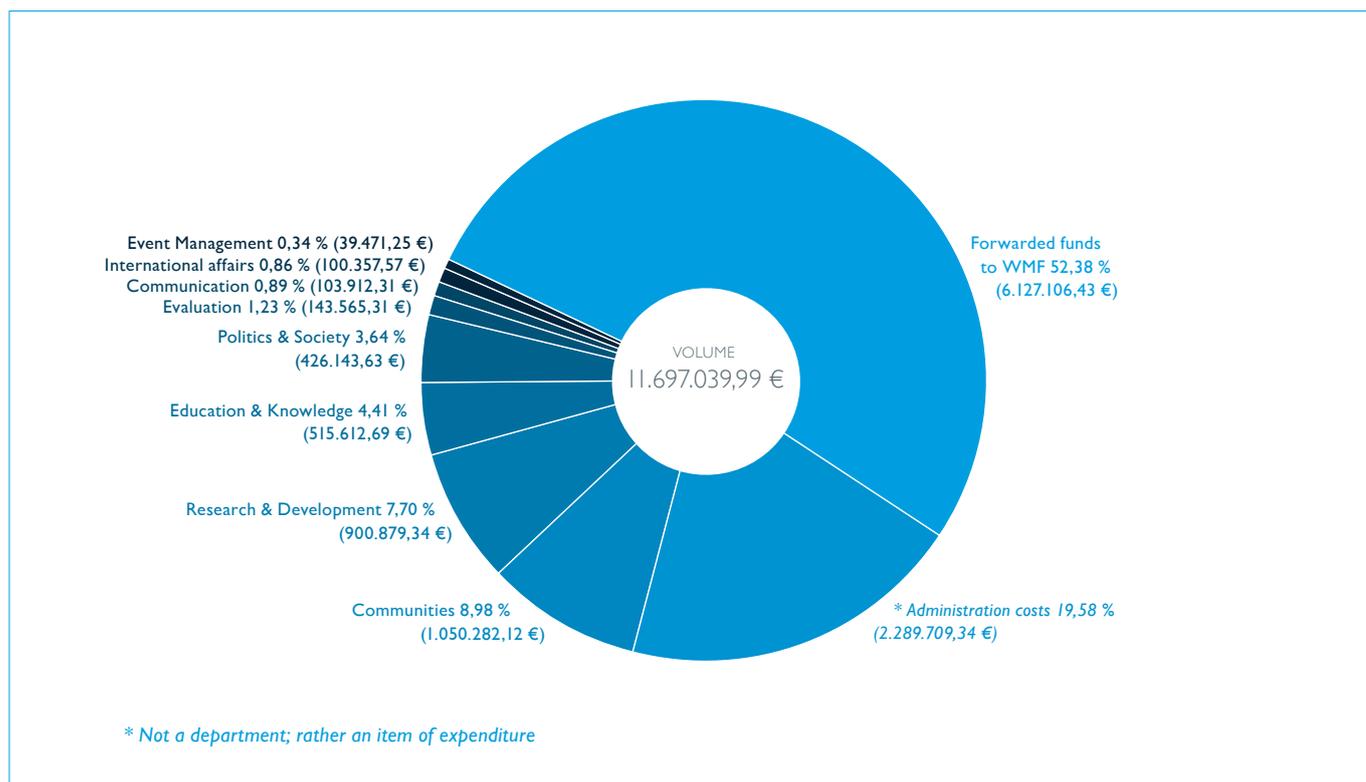
## 2013

E.V.	FG	GESAMT
<b>254,558.44</b>	<b>8,010,372.13</b>	<b>8,264,930.57</b>
104,558.44	8,010,372.13	8,114,930.57
0.00	0.00	0.00
150,000.00	0.00	150,000.00
-3,829,917.87	-551,379.00	-4,381,296.87
845,900.05	280,000.00	1,125,900.05
<b>1,445.00</b>	<b>0.00</b>	<b>1,445.00</b>
<b>325,993.00</b>	<b>0.00</b>	<b>325,993.00</b>
<b>2,600,000.00</b>	<b>0.00</b>	<b>2,600,000.00</b>
<b>3,400,000.00</b>	<b>0.00</b>	<b>3,400,000.00</b>
<b>10,416.67</b>	<b>0.00</b>	<b>10,416.67</b>
185,307.00	0.00	185,307.00
12,538.77	0.00	12,538.77
17,622.31	21,978.39	39,600.70
0.00	0.00	0.00
<b>451.32</b>	<b>25,156.50</b>	<b>25,607.82</b>
<b>3,824,314.69</b>	<b>7,786,128.02</b>	<b>11,610,442.71</b>

## 2012

E.V.	FG	GESAMT
<b>1,425,914.50</b>	<b>6,296,372.66</b>	<b>7,722,287.16</b>
120,316.12	6,178,110.42	6,298,426.54
1,029.03	118,262.24	119,291.27
1,304,569.35	0.00	1,304,569.35
-3,309,028.84	-280,000.00	-3,589,028.84
0.00	3,077,239.21	3,077,239.21
<b>2,470.00</b>	<b>0.00</b>	<b>2,470.00</b>
<b>127,461.50</b>	<b>0.00</b>	<b>127,461.50</b>
<b>1,970,000.00</b>	<b>0.00</b>	<b>1,970,000.00</b>
<b>2,600,000.00</b>	<b>0.00</b>	<b>2,600,000.00</b>
<b>25,000.00</b>	<b>0.00</b>	<b>25,000.00</b>
80,453.62	0.00	80,453.62
29,380.00	0.00	29,380.00
7,881.57	1,152.58	9,034.15
0.00	0.00	0.00
<b>58.43</b>	<b>24,165.70</b>	<b>24,224.13</b>
<b>2,959,590.78</b>	<b>9,118,930.15</b>	<b>12,078,520.93</b>

## FORWARDING OF FUNDING TO THE WMF



## CHANGES IN COSTS FROM LAST YEAR

	2014 (in Euro)	in %	2013 (in Euro)	in %	2012 (in Euro)	in %
Direct project expenditure	3,280,224.21	28.04	3,256,625.46	39.66	2,517,135.36	25.96
Forwarded funds to WMF	6,127,106.43	52.38	3,934,110.65	47.92	6,360,820.69	65.61
Indirect project expenditure	2,289,709.34	19.58	1,019,616.96	12.42	817,439.12	8.43
WMDE	1,389,590.97		567,689.23		443,773.62	
WMFG	900,118.37		451,927.73		373,665.50	
<b>Total (incl. WMFG)</b>	<b>11,697,039.98</b>	<b>100.00</b>	<b>8,210,353.07</b>	<b>100.00</b>	<b>9,695,395.17</b>	<b>100.00</b>

At 19.58 percent, administrative costs were seven percentage points higher than in 2013. Changes to the cost structure in 2014 were largely down to special circumstances: the Fördergesellschaft's staff and material expenses (e.g. donation receipts and payment transaction costs) increased because the fundraising campaign was

more successful than anticipated. These costs will however be fully reimbursed by the Wikimedia Foundation. Other costs were incurred for setting up the open spaces at our Berlin office, the change of Executive Director in 2014 and increasing manpower in our personnel administration department.

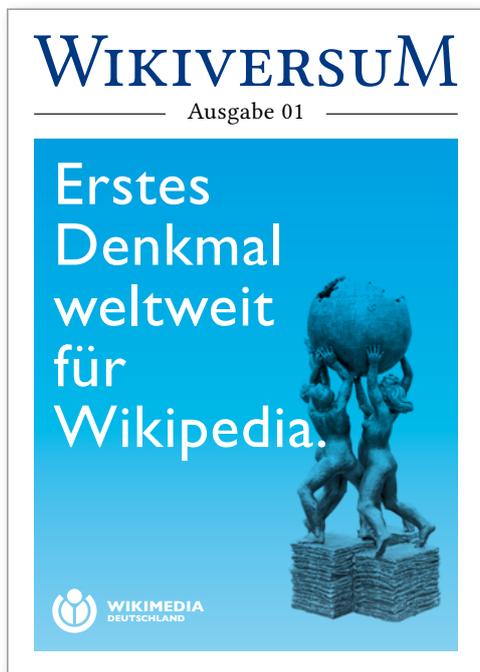
# OUR MEMBERS: A STRONG FOUNDATION

Our projects promote equal access for everyone to knowledge and education. This would not be possible without our members.

In 2014, the number of people who joined our vision of free access to knowledge and who continued to support it rose to almost 20,000. They provide constant support, which Wikimedia Deutschland depends upon to be able to stand up for free knowledge across the board, and they represent the very foundation of our work. We would like to thank them for their commitment by providing detailed information on how their support is used.

Since 2014 we have been taking all Wikimedia Deutschland members on a journey through the Wikiversum four times a year, presenting individual topics to illustrate the many different facets of free

knowledge and the work of Wikimedia Deutschland. The Wikiversum is not only there to inform, it also invites members to go to events and lists the opportunities available to participate in projects and initiatives on free knowledge. The principle of Wikipedia also applies here: The Wikiversum should be alive and everyone a part of it. We started with a website in 2014, and the first addition in 2015 has already come in the form of a postcard. Our members can help to shape the future of this member media and what it can do. We are happy to receive your suggestions: [www.wmde.org/wikiversum](http://www.wmde.org/wikiversum)



Showing the facets of free knowledge four times a year.

# MOVING FORWARD TOGETHER: OUTLOOK FOR 2015

The motto of “connecting and enabling” was a guiding principle for all of our work on free knowledge in 2014. After looking back at the figures and our work in 2014, we now want to look to the future.

For 2015, we have set ourselves many smaller objectives that can be grouped together in three main themes.

quality of Wikidata, plus structural improvements to Wikimedia Commons and setting up a development center.

## FREE KNOWLEDGE FROM INSTITUTIONS

We want to expand our existing partner network of cultural, educational and scientific institutions, and enable them to actively contribute free content to Wikimedia projects. We will also continue to promote cooperation and projects between volunteers and institutions with a number of events, such as the cultural data hackathon for programmers [Coding da Vinci](#).

## FREE KNOWLEDGE IN SOCIETY

We want to persuade decision-makers in society to work towards improving the parameters for free knowledge and enable people to improve quality and increase the quantity of the content in Wikimedia projects in the long term. Volunteers played a key role in Wikimedia Deutschland's activities in 2014, both in relation to open educational resources and on the EU legislative level. We will build on that in 2015.



We will continue to raise awareness for free knowledge in 2015.

## FREE KNOWLEDGE IN WIKIMEDIA PROJECTS

We want to improve quality and increase quantity in Wikimedia projects. This includes the support of volunteers, especially groups dedicated to a particular topic. Equally crucial when it comes to meeting these goals is an improvement in the data



Free knowledge you can touch: WMDE employee Nicole Ebber tells Wikipedia founder Jimmy Wales about our Data Pump.

## IMPRINT

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The annual accounts were audited by KPMG AG Wirtschaftsprüfungsgesellschaft and issued with an unqualified audit opinion.

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 p. 2 top: WMDE\_TU23\_Innenraum\_Baumaßnahmen (photo: Sebastian Sooth for Wikimedia Deutschland, CC-BY-SA 4.0)  
 p. 2 bottom: Coding da Vinci – the cultur-hackathon (13935373917), (photo: Volker Agueras Gäng, via Wikimedia Commons, CC-BY-SA 2.0)

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p. 6: WikiCON 2014 - Wikipedian Salon (photo: Wuselig, via Wikimedia Commons, CC-BY-SA 4.0)

p. 6 left column, top: Lokal K; 27. April 2014: Installation Notlicht 2 (photo: GeolinaI63, via Wikimedia Commons, CC-BY-SA 3.0)

p. 6 left column, bottom: party at Lokal K to celebrate the 10th birthday of WMDE (photo: WikiEulenAcademy, via Wikimedia Commons, CC-BY-SA 4.0)

p. 6 right column, top: group photo at the opening party of Wikipedia Kontor Hamburg (photo: Andreas Möllenkamp, via Wikimedia Commons, CC-BY 3.0)

p. 6 right column, bottom: Wikipedia:exterior of Lokal K (photo: Raimond Spekking, via Wikimedia Commons, CC-BY-SA 4.0)

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p. 9 top: Wikidata team at the ODI Awards, 4 Nov. 2014 (photo: Open Data Institute Knowledge for Everyone, via Wikimedia Commons, CC-BY-SA 2.0)

p. 9 bottom: Wikidata team with painting (photo: Wikimedia Deutschland, via Wikimedia Commons, CC-BY-SA 4.0)

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p. 11 bottom: OERdeI4\_39, Sebastian Horn-dasch, Tagesschau photo: Christopher Schwarzkopf for Wikimedia Deutschland, via Wikimedia Commons, CC-BY-SA 4.0)

p. 12 top: Working for free Content... Big Fat Brussels Meeting April 2014 (photo: Hubertl, via Wikimedia Commons, CC-BY-SA 3.0)

p. 12 bottom: User:Dimi z, User: Gnom and Karl Sigfrid in front of the Berlaymont building (photo: Gnom, via Wikimedia Commons, CC-BY-SA 4.0)

p. 13: Free Knowledge Advocacy Group EU logo (artwork: Dimi z, via Wikimedia Commons, CC 0)

p. 25 left column: Wikipedia statue (photo: Awersowy, CC-BY-SA 4.0, via Wikimedia Commons, edited version from leomaria design for Wikimedia Deutschland, CC-BY-4.0)

p. 25 right column: Breakout (photo: brett jordan, CC-BY-SA 2.0, via Wikimedia Commons, edited version from leomaria design for Wikimedia Deutschland, CC-BY-4.0)

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p. 27: Jimmy Wales at the Data Pump at WMDE's Wikimania stand in 2014 (photo: Sebastian Sooth for Wikimedia Deutschland, via Wikimedia Commons, CC-BY-SA 4.0)

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p. 27: WMDE\_TU23\_Veranstaltungskalender (photo: Tjane Hartenstein, CC-BY-SA 3.0)

p. 28: WMDE\_TU23\_Gang (photo: Sebastian Sooth, CC-BY-SA 3.0)



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