

# Grantmaking overview

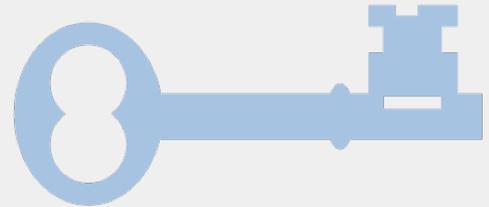
June 2014

# Agenda

1. Grantmaking overview
2. Learning and changing

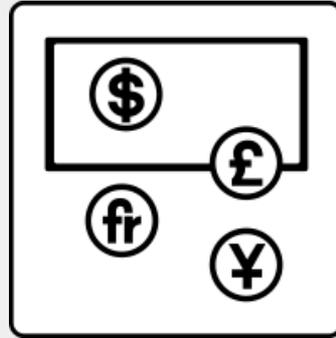
# Wikimedia Foundation Grantmaking

**we believe that well-targeted resources are the key to uncovering innovative ideas and strategies to help achieve the movement's goals.**



*participation online \* readership \* quality content \* gender diversity*

# For us, resources are more than just money



Collaboration in well-developed, strategic ideas

Funds to cover expenses

Tools to execute and evaluate

# We have four grantmaking programs to reach the various needs of our movement



Notes: Proposed amounts from 2014-15

Source: <https://meta.wikimedia.org/wiki/Grants:Start>

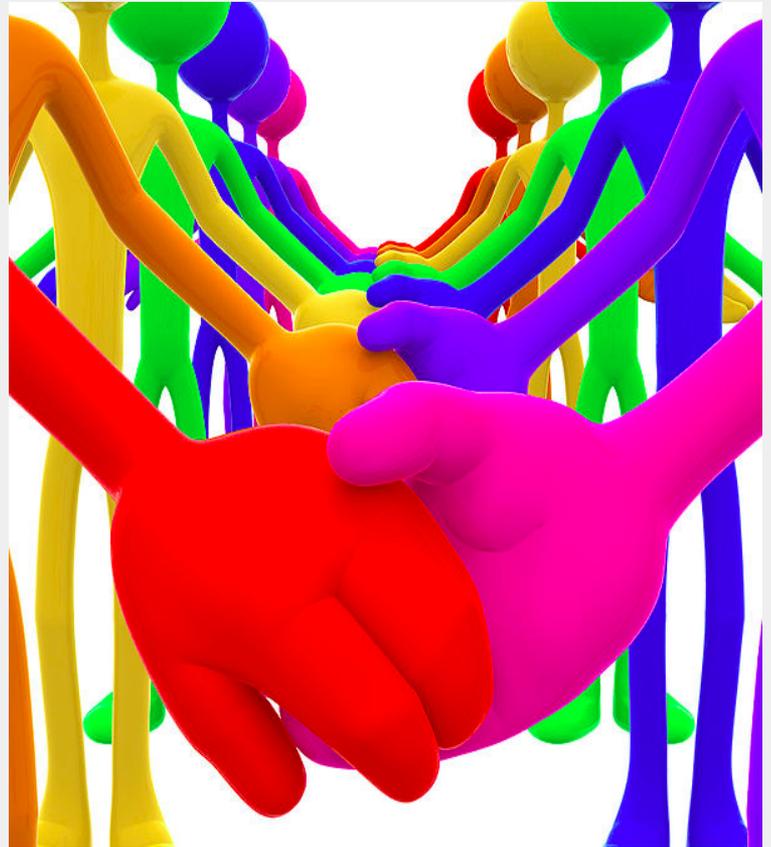
# We have four grantmaking programs to reach the various needs of our movement

	TRAVEL AND PARTICIPATION SUPPORT	INDIVIDUAL ENGAGEMENT GRANTS	PROJECT AND EVENT GRANTS	ANNUAL PLAN GRANTS
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<b>Description</b>	Individual travel to represent Wikimedia at events; most diverse program	Individuals or small groups to lead experimental work online and offline	Primarily groups, and organizations running specific projects or hosting events	Organizations looking for unrestricted annual funds
<b>Target market</b>	Individuals	Individuals; small groups	Individuals, groups, organizations	Organizations
<b>2013-14 Budget</b>	\$50,000	\$200,000	\$700,000	\$6,000,000
<b>Median grant (FY13-14)</b>	\$653	\$7,865	\$9,860	\$276,000
<b>Committee Members</b>	3	17	28	9

# Design principles: we are committed to...

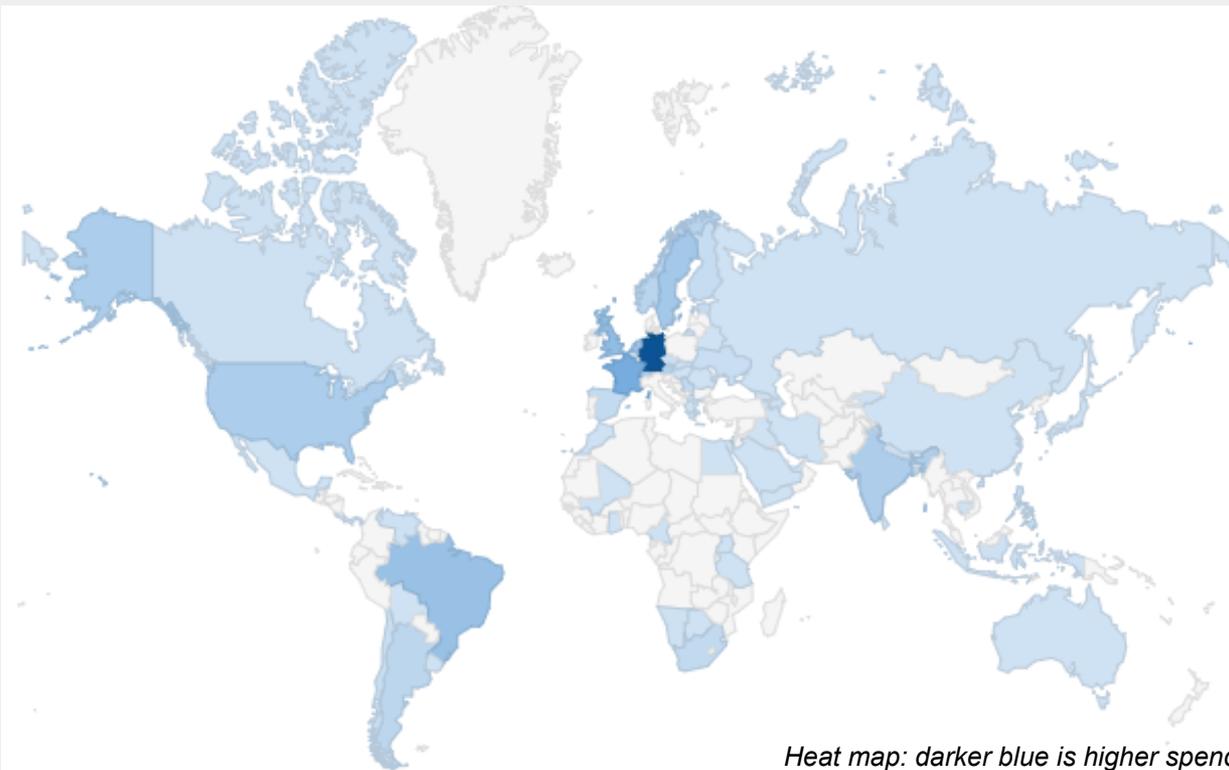
1. Transparent and participatory grantmaking (committees & community)
2. Coaching and mentoring our grantee partners
3. Deepening our support of emerging and Global South communities, and greater female contribution
4. Recognizing differences in contexts and approaches
5. Innovating and experimenting
6. Balancing accountability with simplicity and ease
7. **Seeking good outcomes and high impact**



*By lumaxart (3D Full Spectrum Unity Holding Hands Concept) [CC-BY-SA-2.0, via Wikimedia Commons]*

# We touch communities around the world

**Distribution of funding, YTD 2013-14**  
(by \$ amount)

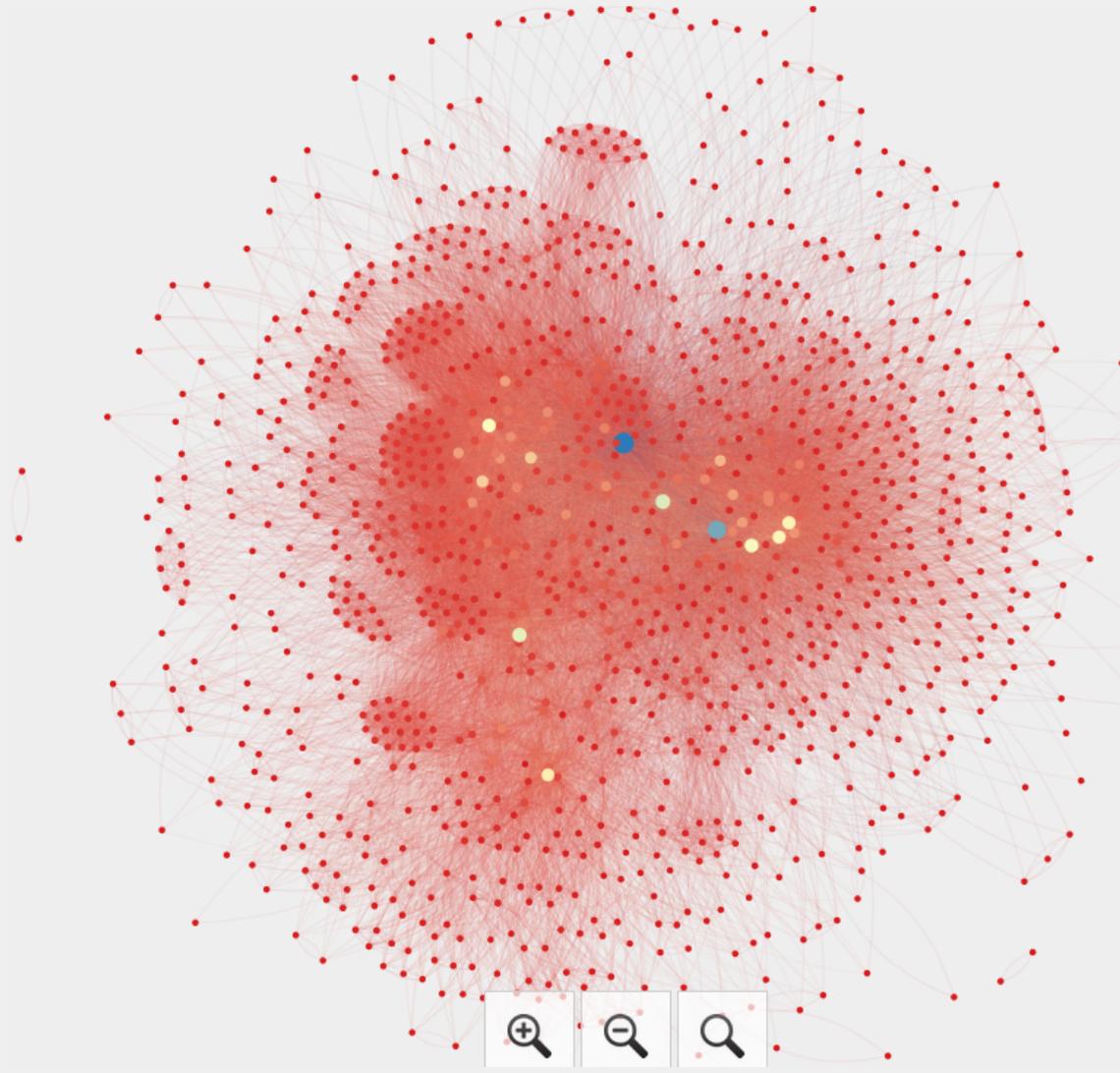


200 grants in **66 countries**

Wikimedia organizations in  
**46 countries**

Wikimedia Education  
programs in **60 countries**

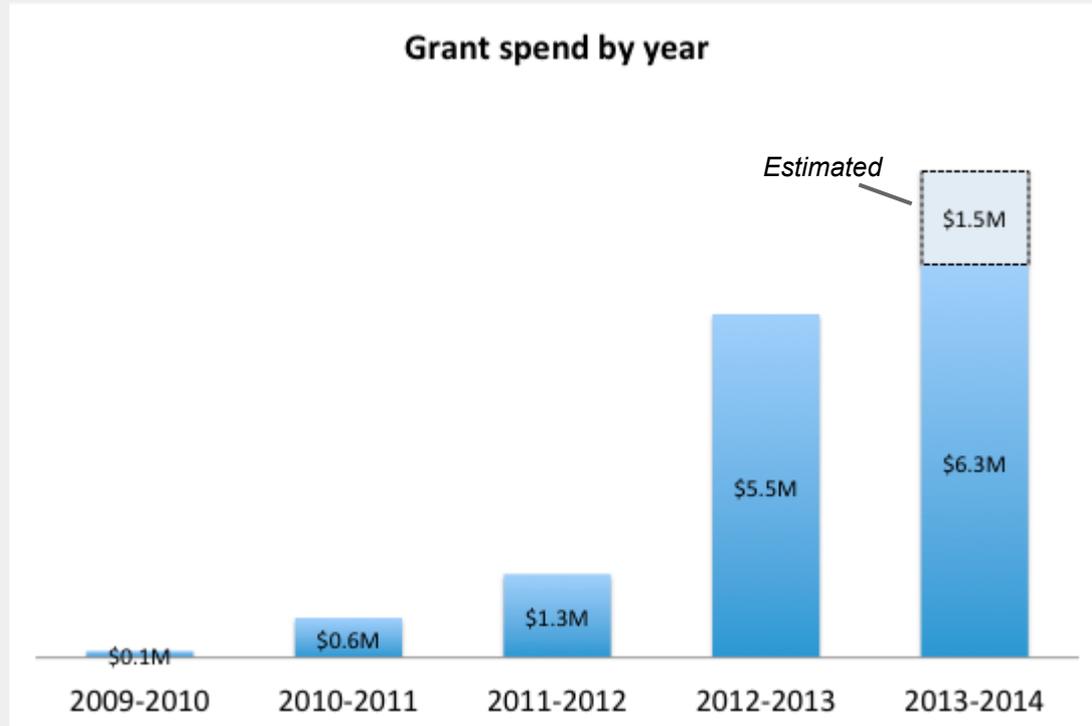
Over 1700 users  
have  
communicated on  
the Meta:Grants:  
namespace in the  
last year



Source: [http://haithams.github.io/community\\_visualization/Users\\_on\\_Grants\\_May2013/network/index.html#rgb\(236,147,115\)](http://haithams.github.io/community_visualization/Users_on_Grants_May2013/network/index.html#rgb(236,147,115))



# Our financial investments via grants has increased significantly in recent years...



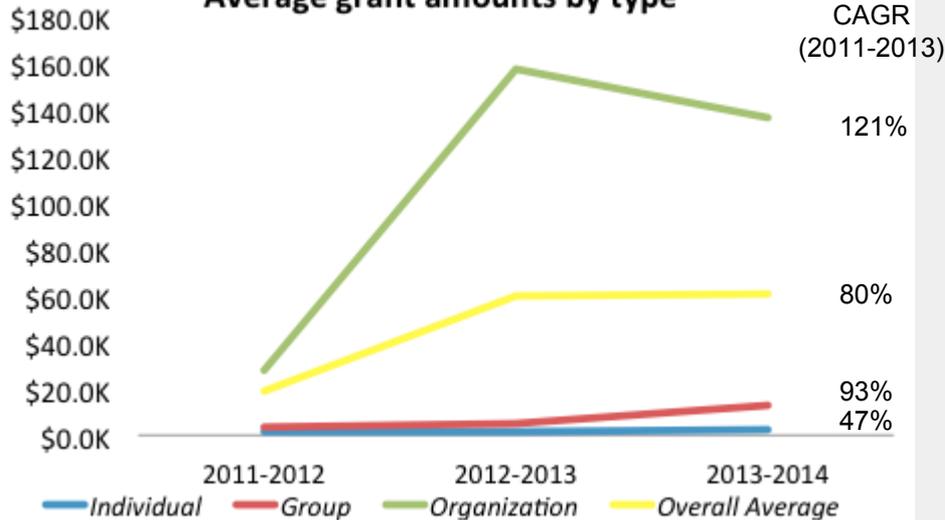
Note: 2009-2010 grant spend does not include Wikimania scholarships

# ... this increase has primarily been driven by size of grants, though this stabilized in 2013-14

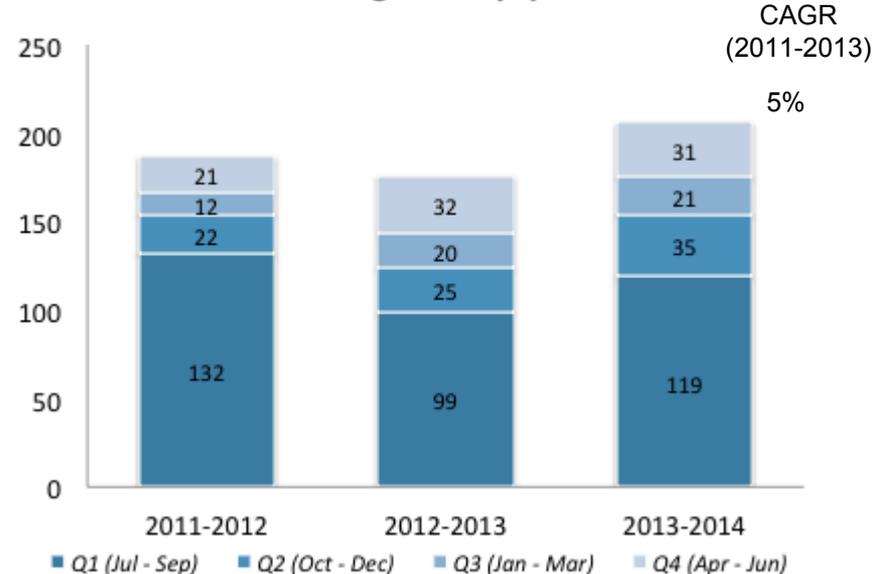
Average grant size had compound annual growth rate of **80%** from 2011-12 to 2013-14

Number of grants has increased by **17%** in the last 12 months

### Average grant amounts by type



### Number of grants by quarter



# Agenda

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

● Where we are now  
★ Where we are going

Money ← ● ————— ★ —————→ Other Resources

Offline ← ● ————— ★ —————→ Online

Organizations ← ● ————— ★ —————→ Individuals

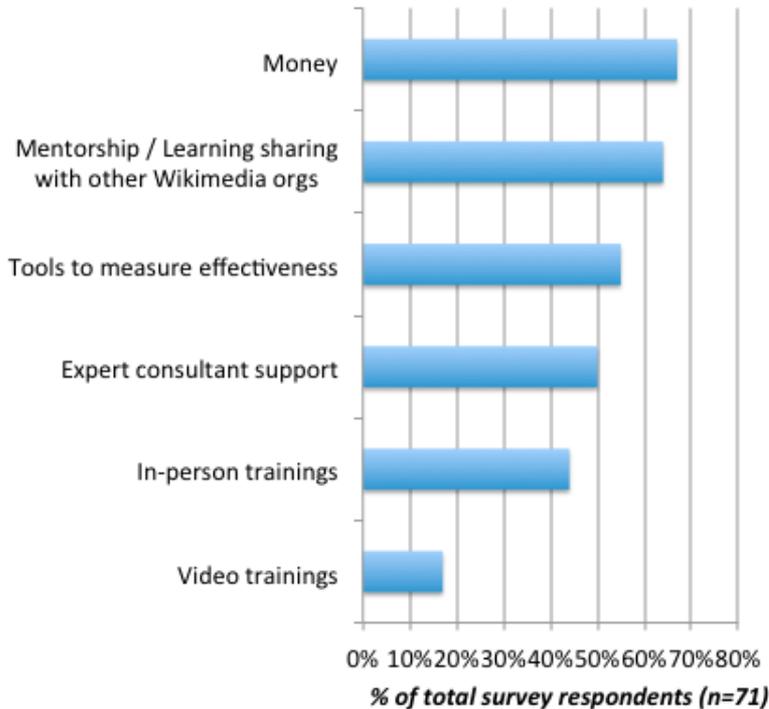
Global North ← ● ————— ★ —————→ Global South

Male ← ● ————— ★ —————→ Female

# Our contributors want and need more support than money

Money  $\longleftrightarrow$  Other Resources

Resources identified by survey respondents as needed to meet their goals as Wikimedia organizations



Biggest observed gaps

- Ability to **measure impact**
- Strategic analysis
- Sharing and scaling of **learning**
- **Tools** to execute ideas



By Mike Peel CC-BY-SA-4.0,  
via Wikimedia Commons

# We are investing significant resources into self-evaluation and learning

Money ←→ Other Resources

connecting



tools

Wikimetrics



sharing



training



# We are supporting online communities to solve their own problems

Offline ←→ Online



## IEG 2013 r 1 impact report:

*“Strongest IEGs seem to be the ones that **build some sort of platform** -- a social media group, a curriculum, a library, a strategy -- and have **demonstrated the possibility** for that platform to have **impact on a smaller (beta) level**. These projects were explicitly designed to meet an **expressed need in the community.**”*

online community organizing  
= ↑ impact potential

# We are seeing scalable impact from online community organizers

Offline  $\longleftrightarrow$  Online



## The Wikipedia Library

*\$7500 IEG > 1 grantee > 4 community organizers > 1500 editors*

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



## Chinese Social Media

*\$200 IEG > 1 grantee > 3 community organizers > 10,000 readers*

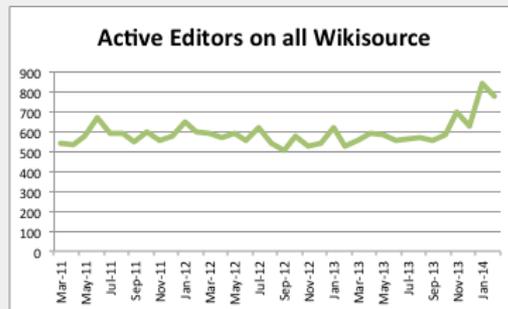
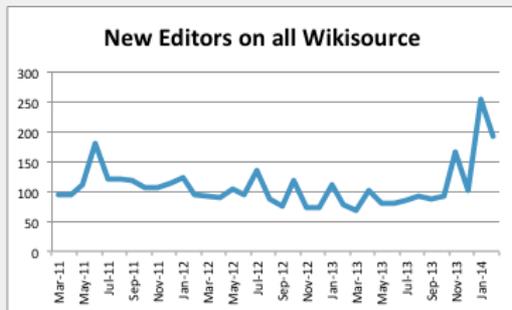
= Estimated 252% increase in pageviews on top promoted articles



## Wikisource Strategy

*\$12,000 IEG > 2 grantees > 40 member user group > hundreds of*

=



*Wikisourcers*

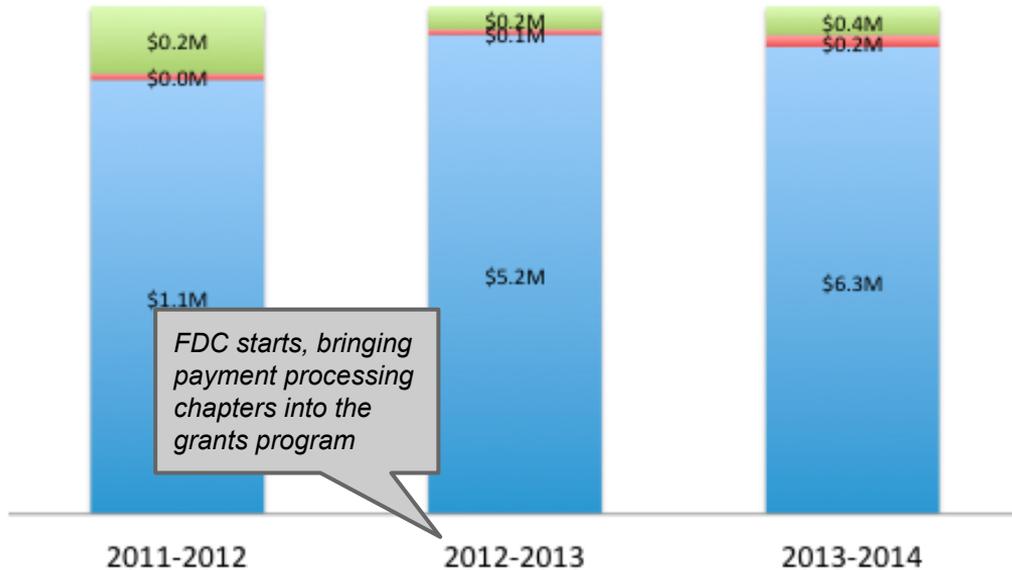
# Our giving has been disproportionately invested in a few European organizations

Orgs ← → Individuals

Individuals grantees represent 6% of total grants spend, up from 5% in 2012-13

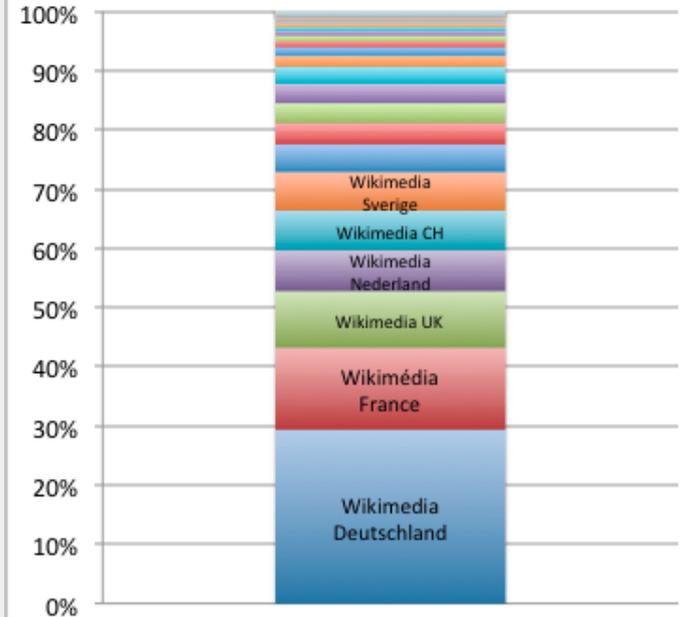
### Grants by grantee type

Organization Groups Individuals



4 chapters receive 60% of funding to Wikimedia organizations

### 2013-14 grants to Wikimedia Organizations



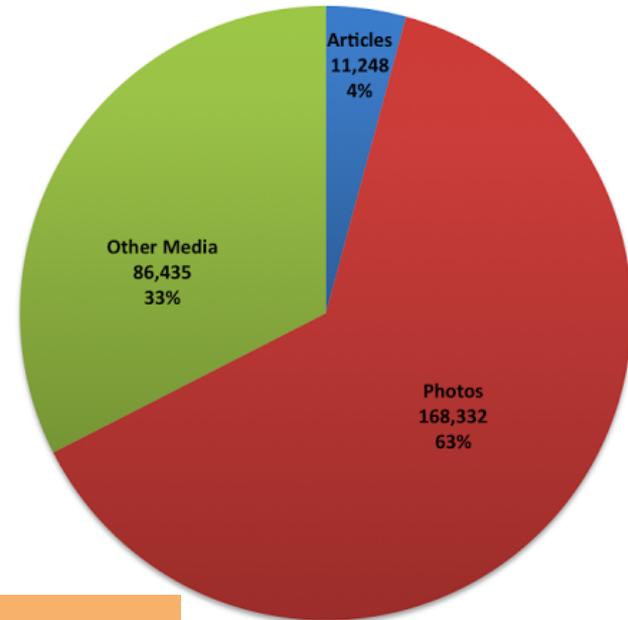
# The work organizations do is valuable, though does it merit this proportion of investment?

Orgs ← → Individuals

- **Events:** ~520
- **People reached:** ~12,300  
*(includes active editors of WikiData)*
- **Scholarships:** ~600
- **1 new project:** Wikidata



Online Impact of 2012-13 Round 1 Annual Plan Grants

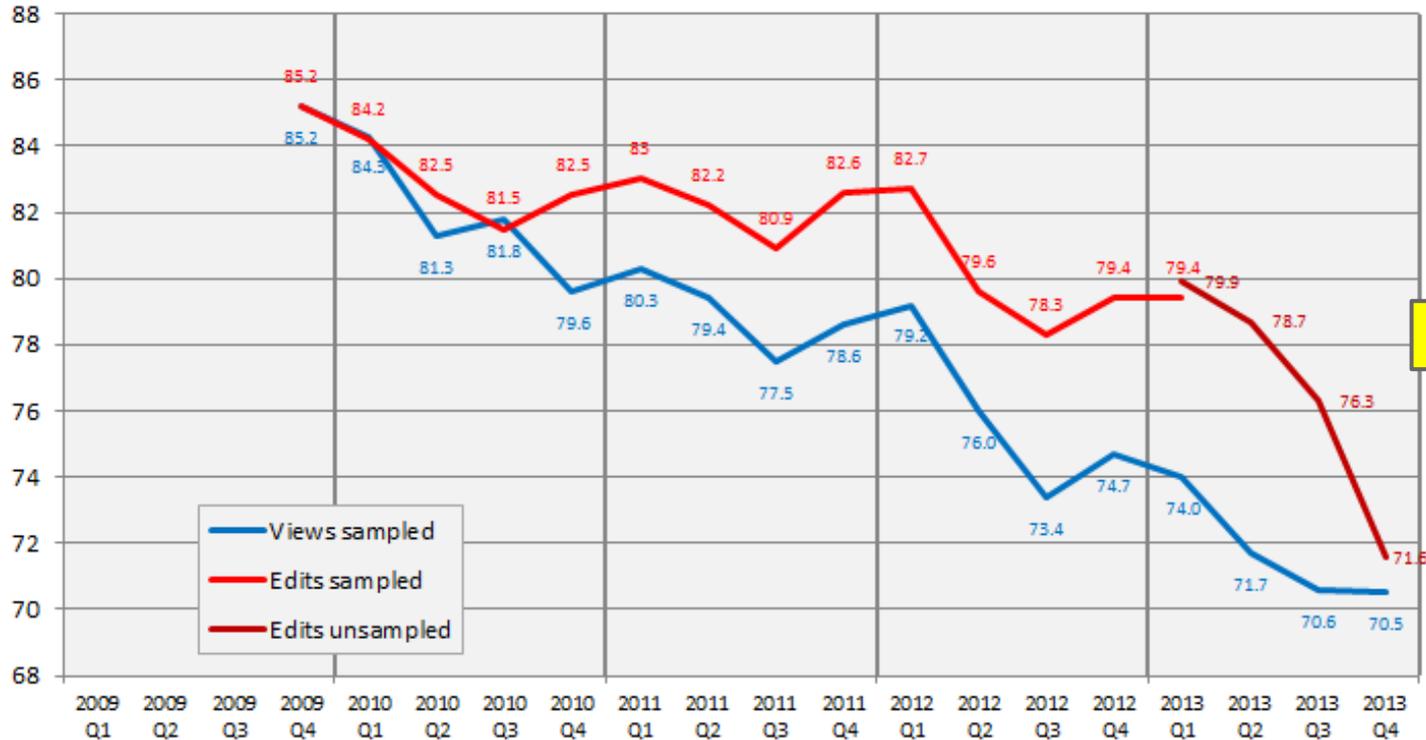


(\$4M in grants)

# The Global South is gaining in share of the Wikipedia user base (editors and readers)

Global North ← → Global South

Percentage Wikipedia page **edits** / **views** from Global North



*we must understand the experiences and needs of our users from the growing population: Global South*

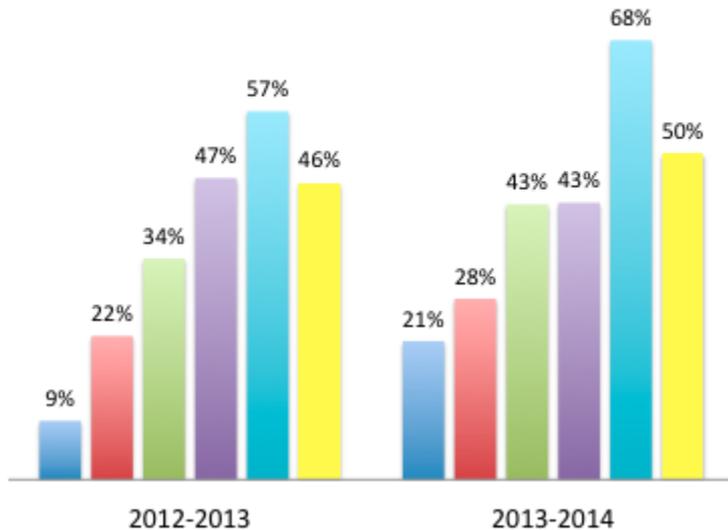
# We are carefully trying to find more strategic investment areas in the GS

Global North ↔ Global South

All grants programs are giving a higher proportion of grants to the Global South

### Proportion of Grants (#) to Global South

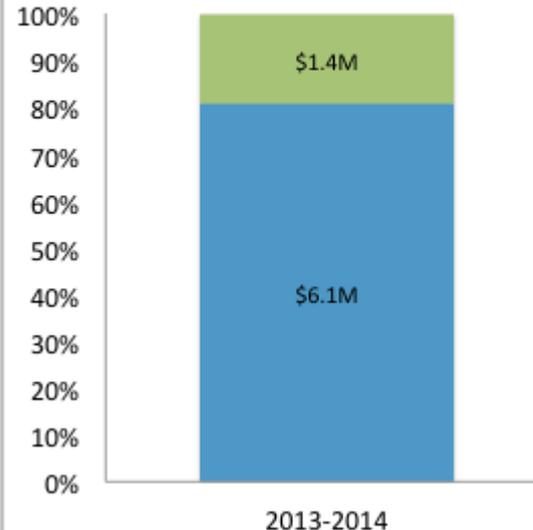
APG IEG PEG TPS Wikimania Scholarships Overall



It is still only about 20% of total grants spend

### Total US\$ Grants given by geography

Global North Global South

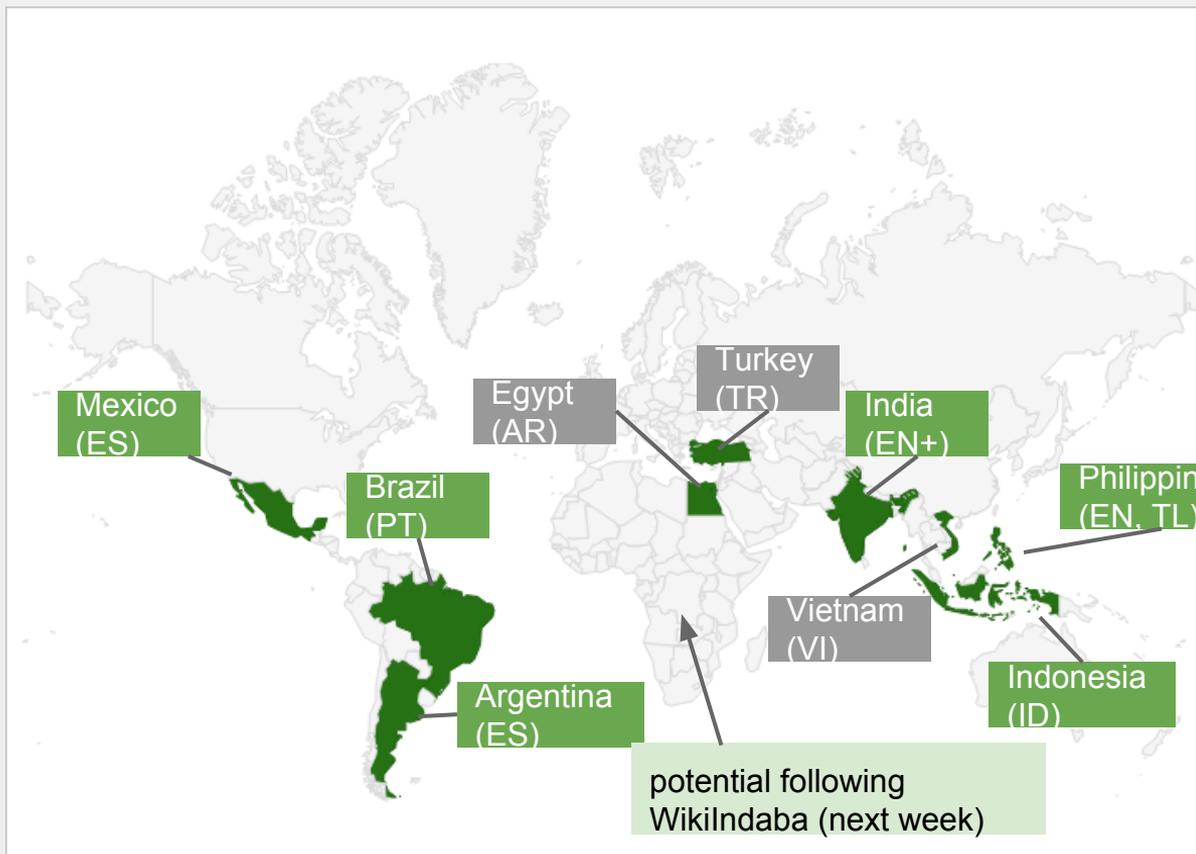


We are supporting GS in other ways

- Individual coaching
- Internal liaising with language engineering team about priority bugs
- Education program in the Arab world
- And soon ... more explicit Global South strategy!

# Our Global South strategy: intentional community development and grantmaking

Global North ↔ Global South



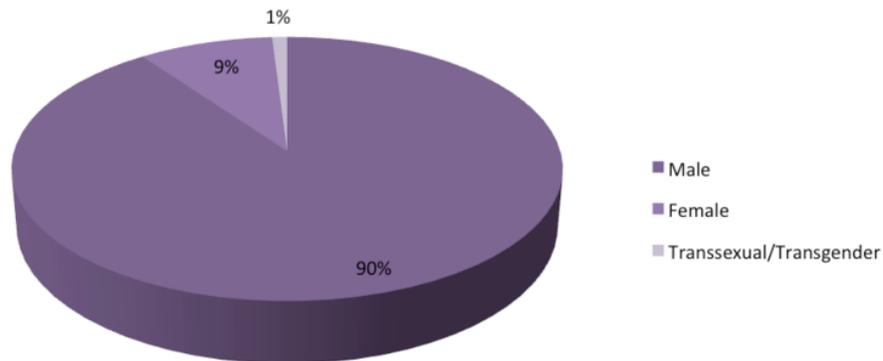
## Main activities:

- community mapping
- needs assessments
- mentoring
- leadership development
- staff visits (open doors, create opportunities)
- grants to promising initiatives
- training events

# While our data is out of date, we know there is a systemic bias on Wikipedia

Male ←→ Female

2011 Editor Survey: **9%** of Wikipedia editors self-identified as female



By Akhanna CC-BY-SA-3.0,  
via Wikimedia Commons

## Our limited activity in the area

- Diversity conference, strategy sessions
- IEGs: Research, Systemic bias workshops kit
- Grants committee representation
- Arab education program (80% female)
- Past = Gender gap fellowship, Future = Inspire Grant campaign?

