Grantmaking overview

June 2014
Agenda

1. Grantmaking overview
2. Learning and changing
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:

- **TRAVEL AND PARTICIPATION SUPPORT**
  - Travel funding to participate in mission-aligned events.
  - Amounts:
    - $50K for *Individuals*

- **INDIVIDUAL ENGAGEMENT GRANTS**
  - Provide comprehensive support for individual and small teams focused on making online impact.
  - Amounts:
    - $400K for *Individuals*

- **PROJECT AND EVENT GRANTS**
  - Cover expenses related to putting on events and running projects. For individuals, groups, and organizations.
  - Amounts:
    - $1,000K for *Groups and Organizations*

- **ANNUAL PLAN GRANTS**
  - Funding the annual budgets and mission objectives of movement organizations.
  - Amounts:
    - $6,000K for *Organizations*

Notes: Proposed amounts from 2014-15
Source: [https://meta.wikimedia.org/wiki/Grants:Start](https://meta.wikimedia.org/wiki/Grants:Start)
We have four grantmaking programs to reach the various needs of our movement.

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

Heat map: darker blue is higher spend
Over 1700 users have communicated on the Meta:Grants: namespace in the last year

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
Agenda

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

- **Money**: Where we are now ( offline )
- **Offline**: Where we are going ( online )
- **Organizations**: Where we are now ( organizations )
- **Individuals**: Where we are going ( individuals )
- **Global North**: Where we are now ( global north )
- **Global South**: Where we are going ( global south )
- **Male**: Where we are now ( male )
- **Female**: Where we are going ( female )
Our contributors want and need more support than money

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

- Money
- Mentorship / Learning sharing with other Wikimedia orgs
- Tools to measure effectiveness
- Expert consultant support
- In-person trainings
- Video trainings

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.

<table>
<thead>
<tr>
<th>connecting</th>
<th>tools</th>
<th>sharing</th>
<th>training</th>
</tr>
</thead>
<tbody>
<tr>
<td>IdeaLab</td>
<td>Wikimetrics</td>
<td><a href="https://qualtrics.com">Evaluation Portal</a></td>
<td><a href="#">Money</a> → <a href="#">Other Resources</a></td>
</tr>
</tbody>
</table>

[Image of people discussing](#)
We are supporting online communities to solve their own problems

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.”

Source: https://meta.wikimedia.org/wiki/Grants:IEG/Learning/round_1_2013/impact
We are seeing scalable impact from online community organizers

**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

*https://meta.wikimedia.org/wiki/Grants:IEG/Learning/round_1_2013/impact*
Our giving has been disproportionately invested in a few European organizations.

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

FDC starts, bringing payment processing chapters into the grants program.

4 chapters receive 60% of funding to Wikimedia organizations.

2013-14 grants to Wikimedia Organizations

Note: Excludes Wikimania scholarships
The work organizations do is valuable, though does it merit this proportion of investment?

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

($4M in grants)
The Global South is gaining in share of the Wikipedia user base (editors and readers)

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

source: http://stats.wikimedia.org/wikimedia/squids/SquidReportsCountriesLanguagesVistsEdits.htm
We are carefully trying to find more strategic investment areas in the GS

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

<table>
<thead>
<tr>
<th>Year</th>
<th>APG</th>
<th>IEG</th>
<th>PEG</th>
<th>TPS</th>
<th>Wikimania Scholarships</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-2013</td>
<td>9%</td>
<td>34%</td>
<td>47%</td>
<td>22%</td>
<td>21%</td>
<td>46%</td>
</tr>
<tr>
<td>2013-2014</td>
<td>21%</td>
<td>28%</td>
<td>46%</td>
<td>43%</td>
<td>43%</td>
<td>68%</td>
</tr>
</tbody>
</table>

It is still only about 20% of total grants spend

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

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

potential following WikiIndaba (next week)
While our data is out of date, we know there is a systemic bias on Wikipedia

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


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?