Advancement Tuning Session Q4 FY19-20

WIKIMEDIA
FOUNDATION

MTP Priority slides

Partnerships (Platform Evolution)

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Identify and deliver **partnerships** requested by Tech and Product teams on an ongoing basis. **Baseline:** N/A	Ongoing	Began exploring Maps integration	Maps - verbal agreement secured Secured $90K from Google in credits for SDOC	Maps - delayed, but back on track; hoping to sign by EOQ4 Exploring captcha integration Supporting Research team	Maps - still in process but exploring alternatives Working with Product & Tech on CAPTCHA integration (widened exploration) Continue supporting Research team with inbound partner data
Achieve C-level and Board signoff on **OKAPI (aka Professional API)** strategy by end of Q3. **Baseline:** N/A	Board Signoff, Plan in Place	On hold pending new CTO and GC	Board Signoff secured; LLC created; API Keys launched	BD: On track Tech: On track Finance: On track Legal: On track	BD: Hired Lead Product: Hired PM Tech: Eng. hired and first product built See Spotlight for more details

Partnerships (WW Readership)

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Deliver tech integrations and other partnerships to increase visibility and reach of Wikimedia projects in emerging markets in support of Worldwide Readership. **Baseline:** N/A	Ongoing	Identified Hovercards and potential new app as Partnership-Inuka priorities	India and app shipment negotiation (Brand/legal) WP Preview pilot Mozilla Firefox Lite integration & feature	App in QA. Jio app delayed; Potential Q4 launch WP preview prototype pilot on hold; Inuka to define new timeline	India in QA for soft launch July. India marketing for Aug. launch WP preview pilot restarts FY2021Q1
Reach new internet users and increase brand awareness in the Middle East and LatAm by expanding GSMA partnership **Baseline:** N/A	Train 500,000+ people in at least one country / region.	On track to launch with 3 carriers in MENA through GSMA	Reevaluating partnership by pitching to MNOs directly	Pivoted approach with GSMA to go beyond MISTT. Finalize plan and revamp "MISTT 2.0" in Q4 to start pitch to governments, Dig. Literacy NGOS, and Google (MISTT partner)	1M+ trained in 21 countries; estimated at 3M+ by EOY. MoU agreed for expanded MISTT approach, analytics, Readership Growth and Policy alignment..

Partnerships (Thriving Movement) ↗

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
In support of **Diverse Content**: 1) launch 5 GLOW campaigns; 2) pilot "Campaign in a Box" framework with OHCHR; and 3) identify high-impact opportunities to diversify Wikimedia's content in LatAm, Africa, MENA, and South and Southeast Asia. **Baseline**: Tiger 1.0 (GLOW): 2,000 articles	5 GLOW editathons launched UN OHCHR partnership signed and pilot campaign fully executed Ongoing	GLOW: planning and India launch UN OHCHR: planning and announcement	GLOW: 2 of 5 launched; >15,000 new articles UN OHCHR: #wikilovesHR Campaign launched & hit 150% of target	GLOW: MENA was to begin implementing in April; on pause UN OHCHR: #WikiforHR hit 300% target; Secured support for #IstandWithHer WikiGap Challenge	GLOW in process of transitioning to CR WHO Covid19 response hurdles cleared and to start Q1 Partnership with Moleskine Foundation to translate Covid info into 55 African language spoken by 500M people.
In support of **Movement Diversity**: 1) deliver 3 partners to the "Wikipedia in the Classroom" project 2) identify and deliver high-impact opportunities to support Movement Diversity **Baseline:** N/A	Partners delivered to CE Education Team	On Hold: Pending CE implementation strategy	Supported affiliates in 3 countries Secured $100k in Wikimania and conference sponsorships	WP in the classroom pilot pivoting online Exploring "fully remote conference" Google sponsorship	Supporting Ed. Team in launch of of teacher survey in 3 countries to develop toolkit Facilitating with UNESCO and Edu team curriculum alignment for next FY

Partnerships (Brand & Advocacy) ↗

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
In support of **Brand Awareness**: Identify, support, and implement high-impact opportunities to increase brand awareness globally **Baseline:** N/A	Ongoing	Secured Brave revenue & awareness partnership Explored collab w/ TNF in response to "hacking" scandal	Launched Brave Ad Campaign (Giving Tues)	Supporting new Marketing team and exploring opportunities (TikTok, etc.)	Improved (near 100%) Alexa attribution of Wikipedia Facebook, Google, Microsoft all using and attributing Wikipedia data on Covid landing pages Wikimedia publications added to "auto approve" list for curation on Medium
In support of **Global Advocacy**: Support Public Policy efforts in emerging markets by identifying and establishing connections in support of global advocacy objectives, including local players or relevant intergovernmental organizations (e.g. WIPO). **Baseline:** N/A	Deliver 3 opportunities to impact WMF policy efforts in emerging markets.	Planning w/ Policy team. Delivered HABLATAM project to Product/Policy via Berkman-Klein	Ongoing relationship mgmt. with WIPO, Digital Public Goods, ISOC	Supported ongoing discussions w/ Digital Public Goods (ongoing) Supported WIPO relationship for copyright observer status	Joined IADB coalition on 21st century skills (LATAM) Supported final phase of Digital Public Goods. Start implementation Q2 Explored support for gender campaign (deferred) with EQUALS (ITU) and WorldPulse

Spotlight:
Moleskine Foundation (Africa)

AfroCuration campaign: The campaign aims to make available to 300 million people the 10 most relevant articles to help spark creative solutions to the Covid-19 pandemic in 55 African languages.

The partnership with Moleskine Foundation includes:
- **Community involvement**: WM S. Africa + Yoruba WM
- **Language team**: The Language team is supporting content translation tool workshops
- **Grants**: Supporting Rapid Grants promote translations/projects in African languages.
- **Communications:** Ongoing work with WMF Comms to support storytelling around knowledge equity.

Phase 1 will be translating articles in 10 African languages spoken in Tanzania/Kenya, Ghana, Nigeria, and South Africa.

Spotlight: OKAPI

Q4 Highlights

- Hired Biz Dev Lead (Lane) and Product Manager (Ryan) to manage the build, launch, and selling of an API product that support the needs of our largest data consumers.

- Contracted with engineering firm Speed & Function to develop an initial MVP of core infrastructure required for any future product development. First version (html dumps) created in 2 weeks. Collaborating with API teams across WMF to avoid unnecessary duplication.

- Began drafting a community engagement plan. Info and discussion on office, meta, and phab in the short-term as well as a longer-term roadmap for community consultation regarding product and business strategy as well as use of funds.

WikiLove

For helping build / deliver an App and partnership that has the **potential to reach 387M users**

For ensuring that 350M+ speakers of underrepresented languages can have **access to critical health information**

For spearheading the long process of increasing the **sustainability of the movement**

KaiOS / Jio

Moleskine Foundation

Professional API

Grants

Q4 New Grants

Program	# of Grants	Total USD	Notes
FDC-Annual Plan Grants (Funds Dissemination Committee)	4	$1,525,460	Higher than expected due to COVID Special Project funding
Simple Annual Plan Grants	20	$1,865,975	Higher than expected due to new grantees from emerging communities and grant extensions
Project Grants	19	$644,312	Below expected due to COVID restrictions on offline events
Rapid Grants	33	$47,678	Below expected due to COVID restrictions on offline events
Q4 Total	**76**	**$4,083,547**	
FY 19/20 Total	**382**	**$8,594,748**	Funding in over 80 countries

Grants

Q4 Highlights

- Hired Director of Community Investment (Kassia Echavarri-Queen)
  - Team stability and leadership
  - Resume previous strategy work on grantmaking

- Welcomed Tanveer Hasan from the Movement Strategy core team

- Increased support for Annual Plan Grantees during COVID
  - Awarded 3 affiliates Special Projects funding (211,654 USD)
  - Awarded/increased reserves for 8 affiliates to support sustainability (156,321 USD)
  - Extended grant terms an additional year for 17 Simple Annual Plan Grantees
  - Budgeted a 3% increase for all FDC-Annual Plan Grantees in FY 20/21

- Signed Tides Foundation Agreement to support FY 20-21 FDC-Annual Plan Grants
  - Ability to delink funding from Fiscal Year

- Ongoing communication with grantees regarding COVID-19 impacts to capacity, programming, and spending
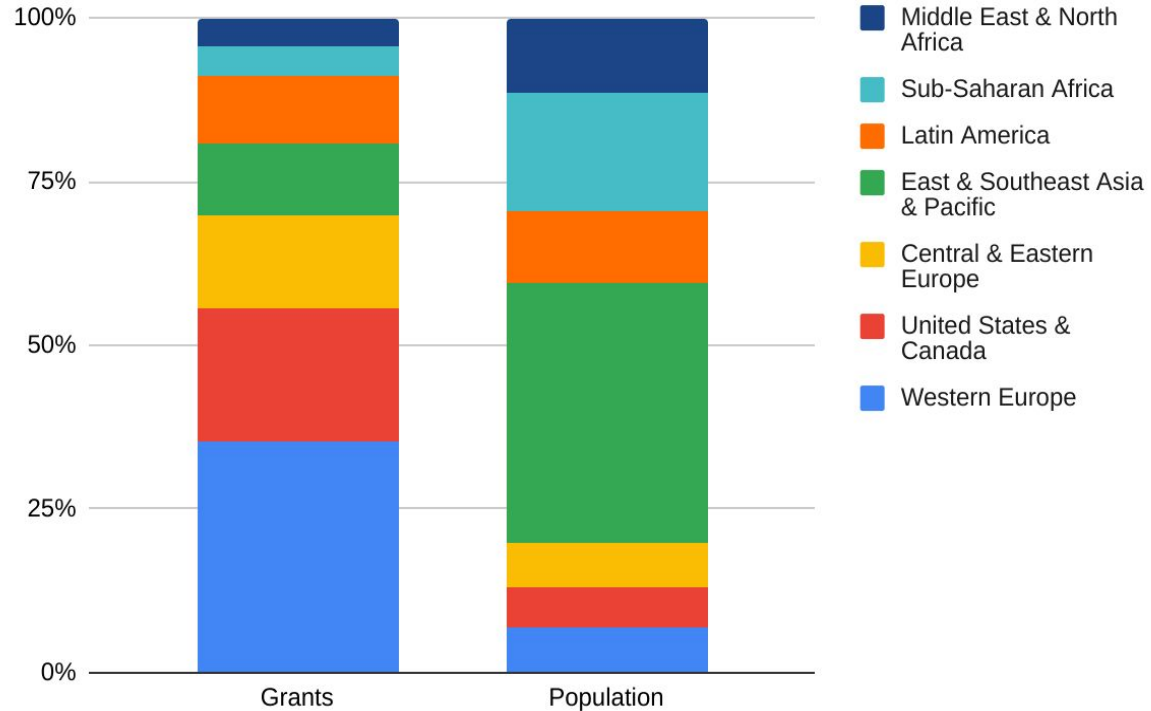
Grants

FY19-20 Diversity Breakdown

	# of Grants	Total USD	Notes
Individuals	244	$596,690	As expected.
Emerging Communities[1]	248	$3,194,851	30% increase in $ awarded compared to last year.
Gender gap focused	69	$682,557	57% increase in # of grants and 159% increase in $ awarded. Mostly due to increase in # of Art+Feminism local grants and extension of their organizational grant for two years.

[1] Emerging Communities USD include: 1) grantees from communities identified as developed, but whose grants benefit emerging communities; and 2) communities identified as least developed or unclassified. More information about emerging communities can be found at Community Engagement/Defining Emerging Communities.

Spotlight: Annual Plan Grants

| Region	# of Grants	Grant Funding (USD)
Western Europe	15	$2,582,368
United States & Canada[1]	9	$1,486,132
Central & Eastern Europe	13	$1,028,975
East & Southeast Asia & Pacific	7	$798,751
Latin America	5	$754,656
Sub-Saharan Africa	7	$341,932
Middle East & North Africa	2	$311,114
TOTAL	**58**	**$7,303,927**

[1]Includes groups that fund across regions, such as Whose Knowledge?, AfroCrowd, and Art+Feminism

Spotlight: Project Grants

FY 19/20: Funding by Category

CATEGORY	GRANT FUNDING (USD)
Community Organizing (Online)	$288,632
Software	$233,609
Research	$122,071
TOTAL	**$644,312**
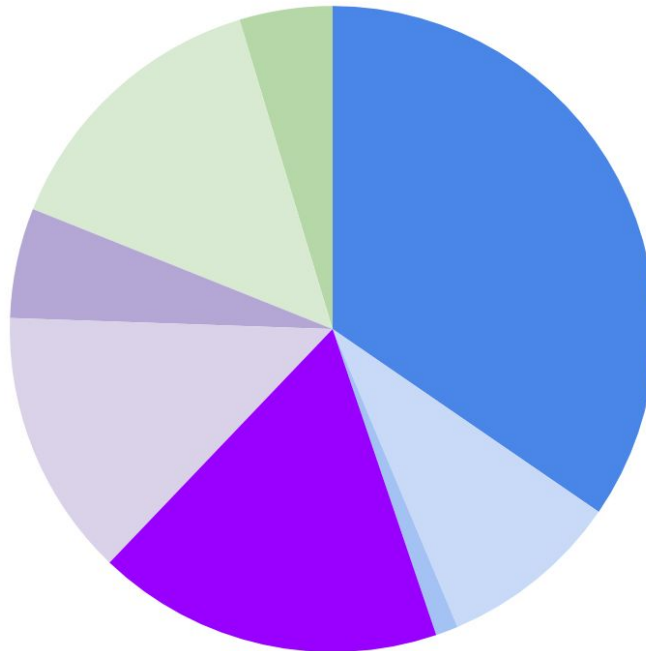
- Community organizing - Regional (~$223K)
- Community organizing - Thematic (~$59K)
- Community organizing - Outreach tools for
- Software - Supporting contributors (~$112K)
- Software - AI for Wikidata (~$86K)
- Software - Thematic - Gender
- Research - Community Health
- Research - Misinformation

Revenue

Objective:

Engage readers to become donors and deepen our relationship with existing donors to support a vibrant and sustainable Wikimedia Foundation

The fundraising team hit the annual revenue target ahead of schedule in Q3.

Some of the high priority work delivered includes:
- Hiring
- Annual plan & projection scenarios
- Documentation and process resilience

Target quarter for completion: Q4 FY19/20

Department: Advancement

Revenue

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 * Status
Raise $110 million for the Foundation, continuing our focus on reader education about the movement **Baseline:** $113M FY18-19	$110 million	$19 million	$91 million	$111 million	$123 million
Raise $7.9 million in online gifts in Q4. (Raise $88M Q1-Q4) **Baseline:** $90M FY18-19	$88 million	$14.7 million	$79.7 million	$88.5 million	$98 million
Raise $500K in major gifts in Q4 (Raise $10 million YTD for Q1 -Q4) **Baseline**: $14.1M FY18-19	$10 million	$4 million	$11 million	$14.6 million	$15.7 million
Raise $5 million for the Endowment in 2019-20 FY **Baseline:** FY18-19 target $5 million	$5 million	$1 million	$12.4 million	$15 million	$16million
Raise $12 million from chapters in 2019-20 FY **Baseline:** FY18-19 target $8.8 million	$12 million	$300K	$300K	$9.3 million	$9.5 million

*Preliminary data

Online Fundraising & Operations

Raised $9.7M for Q4

- Ran campaigns in Spain, Netherlands, Austria, Belgium and Norway (email) and Sweden and EU Bundle (banner), and moved India and the Netherlands banners to Q1
- Developed data-driven revenue scenarios for FY2021 to support the Fundraising team's and the Organization's Annual Planning efforts
- Focused on creating and testing fundraising messages
- Prioritized hiring, documentation and team resilience
  - New hire : Amber Johnson, Specialist, Donor Services (req)
  - New hire : Tomasz Gorski, Specialist, Donor Services (contractor)
  - Conversion: Kristine Hancock, Specialist, Donor Services
  - Conversion: Erin Yener, Lead Fundraising Data Strategist
  - Banner coordinator: Offer out to the applicant
  - Email manager: Interviews in progress

Major Gifts & Foundations / Endowment

- Hiring Progress
  - Conversion: Rosie Lewis, Development Assistant
  - Backfill: Amy Parker, Endowment Director
  - Backfill: Enloe Wilson, Principal Endowment Gifts Manager
  - New Hire: (Interviews In Progress) Lead Major Gifts Manager

- Planning transition to virtual fundraising events for Q1&2
- Planned Giving outreach & testing
- Abstract Wikipedia grant proposal template
- Donor data enhancement
- Annual Report production & delivery (pushed from Q3 due to pandemic)
- Transitioning gift processing to Fr-Ops
- Process improvement and documentation

Fundraising Tech

Q4 Deliverables

- Supported Advancement in testing and planned Q4 Campaigns

- Finished tech side of employer field work on matching gifts V2

- Scalability: decouple front end and back end of payments by splitting out functionality of

  contribution tracking table