

More Than Money

How Wikimedia organizations can work on external grants

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Money, money, money / it's so funny

2014 – 125K euros
31% of Wikimedia Sweden's budget

2015 – even more
about 40% of our budget

2016 – Some financing already done

But it is about much more than the money!

You need a Source for Funding

Different Opportunities

Governmental funding

Private modern/unmodern funds

Development aid

EU funding

These are just a few examples that differ between countries

You need a Strategy

Wikimedia Sweden's Rationale

4 years on now – initially ad hoc

A way to professionalise

Diversify our income

Very ambitious goal of 50%

WMSE's Strategy Part 1

This job is not done in a vacuum

Annual goals and overall strategy as guidelines

Freedom for our office / but the board rules

Equal funding to our focus areas / in
practise pick the most likely to put your efforts in

WMSE's Strategy Part 2

Work with organizations that share our beliefs

Or work with partners that have specific expertise

Work with your team and utilize their
network, skills and knowledge

What we've learned

Lessons from our work Part 1

Finding a suitable fund / have to choose

Some not possible by ourselves / connect ourselves to research grants

Central tool is our lists of funds / grade the different opportunities

Lessons from our work Part 2

When writing applications:

Describe benefits at different levels / make a list
in the beginning

Look at the instructions

Often poor descriptions / Contact the fund and
ask for clarifications

Lessons from our work Part 3

How to get partners:

Create a draft to share / make it easy to grasp and relevant for the partner

Use your existing network

Offer to take the lead

People and organisations love Wikipedia

Lessons from our work Part 4

The costs associated:

Some applications (even great) will not work /
material can be reused

Still, pretty good success rate / 8 successful and
6 that need more love

21,000 euro invested / for every euro we got
around 6 euro back

What we've gotten

What more does it give? Part 1

New partners / a reason to take contact with a positive offer

Example: our work with MetaSolutions

Organizations within a specific field hear about us /
They know we are ready to play

Example: Open Data and Wikidata have involved us in a bunch of projects

What more does it give? Part 2

Applications work as an icebreaker /
You understand organisations and they understand
you / you have to share knowledge to be able to
apply together

You get visibility

The IKEA Effect

What we can do together

What we could do together

Sharing on Meta

Work on joint applications / millions of euros, but
most of all a global network of expertise and
opportunities

[Connect with us to discuss more](#)

Thank you

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