# 2013-2014 annual report

annual.wikimedia.org

# Knowledge is a foundation

We believe that knowledge is a foundation. It is a foundation for human potential, a foundation for freedom, a foundation for opportunity.



# Wikipedia is a foundation of knowledge

Knowledge is powerful. A country or community that has better access to knowledge is more likely to be healthy, more likely to be free, more likely to be happy. Unfortunately, access to knowledge is not equal. In some places, people cannot afford to access it, in others, it is censored or constrained.



The students of Sinenjongo High School know how powerful a foundation of knowledge is for their future.

Sinenjongo High School is located in Joe Slovo Park, a small township on the fringes of Cape Town, South Africa. The high school does not have a library, so students must find other ways to access knowledge in order to complete their assignments and study for university entrance exams. In 2013, Sinenjongo's grade 12 students wrote an open letter to South Africa's mobile providers, asking for free access to Wikipedia on their mobile phones. They wanted to remove all barriers to their education. They wanted to hold the world in their hands.

A few months later mobile network operator MTN South Africa announced they would make Wikipedia available for free for their 20 million users in partnership with the Wikimedia Foundation.

"Our education system needs help and having access to Wikipedia would make a very positive difference. Just think of the boost that it will give us as students and to the whole education system of South Africa."

We believe everyone should have access to all knowledge – for free, without restriction, without limitation. It is a foundation for a brighter future. Go on — explore the outer limits of Wikipedia. Wikipedia is always expanding and never finished. If you don't discover what you're looking for, you can start creating it yourself.



Editors and readers — ordinary people do incredible things with this knowledge. In the United States, a teenager named **Jack Andraka** invented a test that might be used to detect certain cancers using information he found on Wikipedia.

When Jack was 13, a close family friend passed away from pancreatic cancer, a deadly disease that progresses quickly and quietly.

"I discovered through Wikipedia articles that 85 percent of all pancreatic cancers are diagnosed late,

when someone has less than a 2 percent chance of survival, and the current test is this 60-year-old technique that is incredibly outdated, but also incredibly expensive (\$800 per test), missing 30 percent of all cancers. I knew I had to do something."

As a high school student, Jack couldn't afford access to costly academic journals. Instead, he turned to Wikipedia, researching carbon nanotubes and biochemistry. With knowledge from Wikipedia and free online science journals, Jack developed a prototype for a potential breakthrough method of cancer screening before his 17th birthday. Wikipedia is the largest source of shared knowledge in human history. It is a living record of discovery, history, and innovation. It is a knowledge engine for the planet, sharing freely licensed content around the world.

Nearly half a billion people turn to Wikipedia every month for everything from preserving cultural heritage, to improving cancer detection, to researching homework. They come to learn. They stay and discover.



Wikipedia has more than 33 million articles in 288 languages.

# People are the foundation of Wikipedia



**Dr. Netha Hussain** is a surgical resident in Kerala, India. There are few encyclopedias in Malayalam, her native language. She found Wikipedia, including Malayalam Wikipedia, powerful and inspiring. She began returning from lectures and and checking her notes against articles — improving quality and depth on subjects such as microbiology, pathology, pharmacology and forensic medicine. She considers contributing to Wikipedia a part of her mission as a medical professional — helping empower people with knowledge.



CALIFICATION

Jacek Halicki first discovered the Wiki Loves Monuments photo contest through a banner located on top of the main page of the Polish Wikipedia. It was the first time he ever realized he could actually edit Wikipedia, and it quickly became a passion. As a former photojournalist, amateur radio operator, jazz lover, and pensioner with severe mobility impairment, Wikipedia was a way for Jacek to explore the world, contribute his photographic talents, and overcome the barriers in his life.



**Dumisani Ndubane** comes from a family of modest means. When he was accepted to study electrical engineering at a university in Johannesburg, he found his educational grant did not cover food or housing, and was ultimately compelled to suspend his education. He discovered the free curriculum on Wikiversity and continued his studies as a companion to pursuing online accreditation at the University of South Africa. He received his degree and joined a firm, where he now mentors young engineers and contributes learning modules of his own to teach others.

**Dr. Adrianne Wadewitz** was an early and prolific contributor to Wikipedia, but it took a while before she felt she could admit that to fellow scholars. Eventually, Dr. Wadewitz, a scholar of 18th century English literature, went public with her passion, becoming one of Wikipedia's first Campus Ambassadors. She consulted with professors, taught students to contribute, and advocated for better representation of women among editors and article subjects. She passed away in a rock climbing accident but her work lives on, helping university professors throughout the world use Wikipedia as a teaching tool.



Wikipedia is written by all of us. The articles, words, pictures, and data are created by a diverse community of people who volunteer to share knowledge with the world. Meet some members of our community:



**Ihor Kostenko** was an active contributor to the Ukrainian Wikipedia, writing under the username Ig2000. Ihor registered an account on July 23, 2011, and began writing his first articles right away. In just two and a half years, he wrote more than 280 articles and made more than 1,600 edits, becoming a passionate advocate for increasing contributors to Ukrainian Wikipedia. In February 20, 2014, during the protests in Kiev, Ihor — an active Wikipedia contributor, journalist, and geography student — died tragically after being shot on the Euromaidan.



**Ram Prasad Joshi** doesn't have a computer and his village has no electricity. It's a threehour walk to the nearest road. Despite this, Ram Prasad has made more than 6,000 edits to the Nepali Wikipedia using nothing more than a simple phone, which he carries with him always. He also has made contributions to the Fijian, Sanskrit, Hindi, Bhojpuri and Gujarati Wikipedias. Thanks to Ram Prasad, Wikipedia now features an image of the first known writing of the Nepali language.



**Dorothy Howard** is a Wikipedian-in-Residence at the Metropolitan New York Library Council, where she works to build relationships with galleries, archives, libraries, and museums around New York City. She is also one of the originators of Art+Feminism, a global editing project to improve coverage of women, feminism, and the arts on Wikipedia. For their efforts, Dorothy and her fellow collaborators were recognized as among Foreign Policy's 100 Leading Global Thinkers for 2014. The Wikimedia Foundation is funding Art+Feminism with a grant to expand and grow their networks.



Jake Orlowitz makes it easier for people to access research materials, and started with a grant from the Wikimedia Foundation. He developed The Wikipedia Library, an online resource that provides free accounts to paywalled publications, databases, universities, and libraries. Now, Jake and his team of volunteer community organizers are working to build The Wikipedia Library into a global open research hub. This year 1,940 people improved their contributions to Wikipedia using 2,924 donated accounts worth 1,263,011 USD.



### 75,000 writers and editors wrote more than 4.5 million new articles this year — and improved countless more.

Wikipedians are students, librarians, musicians, lawyers, scientists, scholars, photographers, mathematicians, engineers, retirees, parents, children, advocates, artists, and explorers — among many other things. We write articles, take photographs, answer questions, and teach new people how to contribute.

In January of 2014, more than 6,000 new articles were created each day on Wikipedia's 288 different language versions. 84,750 people made more than five edits to Wikipedia in that same time — and many more have stopped by to fix a typo or update a statistic. Each gave their time and their passion to share what they know.

Over any given three months, people make edits to Wikipedia from more than 170 different countries, from Andorra (a landlocked European microstate) to Zimbabwe (with 16 official languages).

Everyone is a potential Wikipedian. All it requires is a belief in our shared vision — a world in which every single human being can freely share in the sum of all knowledge.

We were deeply saddened this year by the passing of members of the Wikimedia communities. We are honored to have shared a passion for free knowledge with Ntsika, Adrianne, Ihor, Jim, and others. Their bravery, generosity, and enthusiasm continue to inspire us.



"It is a great use of my free time to the benefit of others and also a way to prove to myself and others that illness does not mean idleness, apathy and depression... I'm glad I'll leave something good behind when I'm gone from this world. I'm glad that my pictures will live on and perhaps, will be useful to people."

-Jacek Halicki, Poland

Wikimedia Foundation



"I know from personal experience that the only real way to improve the conditions of civilisations is to provide open access to information for education and culture. Knowledge is more powerful than any one of us — it belongs to all of us."

I was born in Moscow, in what was then the Soviet Union. Unbiased information was scarce, powerful, and precious.

As a teenager, I moved to the United States alone. I enrolled in high school and learned English. I became captivated by computer science: it combined my passions for the arts and mathematics. It offered the promise of creating a more open future.

This year, I became the Executive Director of the Wikimedia Foundation. I joined a community of thousands of passionate creators around the globe, and a staff of 200 people who support the world's largest free knowledge resource. It was the easiest decision I ever made.

At the Wikimedia Foundation, we help support the Wikimedia vision: the sum of human knowledge, shared by all. This vision has never been more important.

The world is changing. Reliable, neutral, and trusted information is as powerful as it has ever been. Every day, we ask ourselves how we can increase our impact, and ensure Wikipedia and the sister projects are even more relevant, trusted, and accessible tomorrow than they are today.

Lila Tretikov Executive Director Wikimedia Foundation

# We are the Wikimedia Foundation

The job of the Wikimedia Foundation is to be just that: a foundation. We support the Wikimedia communities. We keep Wikipedia online. We build for the future.

The Wikimedia Foundation was established in 2003 as a non-profit to support Wikipedia and its sister projects, and the Wikimedia vision.

We keep the websites fast, secure, and available. We make free knowledge accessible wherever you are — on your phone or laptop, on a boat in the South Pacific or in the western hills of Nepal. We bring new knowledge online, lower barriers to access, and make it easier for everyone to share what they know.

We believe everyone has the right to knowledge. We defend our communities when they are threatened, legally or otherwise. We stand against censorship, and support open licenses, open access, and open source. We engineer privacy for readers and contributors. We support our contributors, users, and developers. Last year we gave more than 5.7 million USD to projects that increase the quantity, quality, diversity, and reach of knowledge around the world. We offer resources to people and organizations that believe in the Wikimedia vision.

We will only achieve our vision when we share it. By supporting communities, building technology, and funding great ideas, the Wikimedia Foundation is a foundation for people everywhere to change their world.

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



# Join our mission. Share your knowledge. Work with us. Contribute.

"I never would have imagined I would be doing what I am doing for so many people... knowing they are going to have a chance to get to access Wikipedia, and be empowered by it. That is when I feel that my job brings an impact to the people around the world."

## - Adele Vrana

The whole world needs knowledge: more people than before, in different ways than before. Our mission is to ensure that everyone, now and in the future, can access all information. In the hands of everyone, it can cure disease, settle disputes, lift oppression, and inspire creativity. "...What I love about the team here is the passion to do what we think is the right thing in providing these incredible projects to the community. It's a passion from a legal perspective to defend the public domain, it's a passion to defend free expression, it's a passion to push the envelope in areas of free expression."

# – Geoff Brigham

Every month around 500 million people visit Wikipedia. That's nearly 2.5 million people per Wikimedia Foundation staff person.



The Wikimedia Foundation is a four-star rated charity according to Charity Navigator.

## Board of Trustees

Chair: Jan-Bart de Vreede (2006-2015) Vice-chair: Patricio Lorente (2012-2016) Phoebe Ayers (2010-2012) (2013-2015) Frieda Brioschi (2007-2008) (2014-2016) Bishakha Datta (2010-2014) Samuel Klein (2009-2015) María Sefidari (2013-2015) Jimmy Wales (2003-2015) Stu West (2008-2015) Alice Wiegand (2012-2016) \*Kat Walsh (2006-2013) \*Ana Toni (2013-2014)

\*2013-2014 previous board members.

# Your contributions are the foundation of free knowledge

Last year, 2.5 million people from all over the world gave an average of 15 USD. Their gifts ranged from 1 to 1 million USD. Every gift is meaningful, every gift has impact. We are honored to have the support of these generous readers from every corner of the globe.



This spring we had the honor of getting to know **Jim Pacha**, an engineer from Colorado.

"Educating the world and getting everybody on the same playing field — I think it's great. And the fact that it's done with no advertising is a big thing, because I really don't like what's happening in the world today, with corporate involvement in everything. And I like the fact that Wikipedia is on the World Wide Web, so basically the whole world can access it."

An illness prompted Jim to consider the legacy he wanted to leave behind. He decided to donate much of his estate to the Wikimedia Foundation in support of the Wikimedia vision and mission.

Jim passed away on May 7th, 2014. His gift to the Wikimedia Foundation is the largest legacy gift in our history. We are extremely grateful for his generous donation and ongoing gift. Thank you, Jim.



## We are grateful to be supported by people around the world. We want to give special thanks to those who gave over 1,000 USD this year:

#### 1 million USD +

Alfred P. Sloan Foundation Brin Wojcicki Foundation Stanton Foundation

#### 100,000 - 999,999 USD

Google Matching Gifts Jim Pacha John S. and James L. Knight Foundation Microsoft Matching Gifts Program Peter Baldwin and Lisbet Rausing Anonymous (1)

#### 25,000 to 99,999 USD

Apple Matching Gifts Program Boris and Ināra Teterev Foundation Chārina Endowment Fund Craigslist Charitable Fund Dalio Foundation, Inc. Keel Foundation Mary Graham MathWorks Newsmax Media Stavros Niarchos Foundation Two Sigma Investments, LLC Anonymous (7)

#### 5,000 - 24,999 USD

John E. Abele Anurag Acharya and Madhuri Chattopadhyay Anurag The Blackburn Family Fund Boeing Co. Matching Gifts The Brightwater Fund -- Gloria Jarecki, President Annette Campbell-White **Caulkins Family Foundation** CNCRepair.com Liam Connell David Dacus Carl de Marcken eBav Foundation Douglas Ferguson In Memory of David Garbers GE Foundation Matching Gifts Goldman Sachs & Co. Matching Gifts Program Google Inc. Charitable Giving Fund of the Tides Foundation Graphics Press, LLC Michael and Andrea Hale David Marin and Amanda Halpin Mark Heising and Liz Simons John Horne Interlude Jonathan Jarvis JP Morgan Chase Foundation Steve Kass Takashi Kousaka The Lehoczky Escobar Family Nicholas Logothetis Bill and Marilyn McCune Joseph K. McLaughlin Metz Family Foundation Roberto Mianone

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#### 1,000 - 4,999 USD Adobe

AlG Matching Grants Program Airbus Group, Inc. David P. Albrecht J. Alex Graeffe In Memory of Tim Allen

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(continued)

Every year, fewer than .5% of Wikipedia users make a gift to keep knowledge online and independent. They are an exceptional group.

Beverly & George Bond Antoine Boulin Ernest L. Bruns Jr. and Sue Ann Kendall David Bydelev CA Technologies Matching Gift Program In Honor of Donald Thomas Campbell Brian Cairns Capital Group Companies Charitable Foundation In Memory of Andrea F. Carret Raul Carmenate Adam Carte Vint Cerf Crystal Chen, MD Stuart Cheshire Chevron Humankind Matching Gifts Program James Cho and Sophia Kim Michael Choy and Shannon Moffett Nicholas Chu Rvan Conlon Tom Cooper CouponFollow CouponLawn Ardelle Cowie **CRAIC** Technologies Kevin Cramer Fred Dart, FTDI Ad Davidse & Cathie Schrier Dell Employees Giving Program Stephen & Elizabeth Detwiler Hester Diamond **DirecTV Matching Gift Center** Michael and Denise Doyen DreamHost and its Customers Mark Duttweiler and Christine Paiak Kenneth Eddinas entumovil.net Davide G. Erro Extra Space Storage Damian Farry Flipit Carla & Charlie Flournov Marc Forand Gregory Fox Janet and Llovd Frink Paul Funk Ken Geib Genentech Employee Giving Program General Mills Foundation Gift Matching Program May-Ling Gonzales and Leith Abdulla Lawrence Greenfield Rakesh and Kirti Gupta Alexandre Haag The Hamilton Foundation Josh Bernoff and Kimberley Harding In Honor of Tom and Shoshana Harper healthinsurance.org The Harrity Family Charles F. Hebert and Marie Alida Desselle Hebert Paul Henry

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Netmail & Messaging Architects Employee-Owners Donors of Network For Good In Memory of Marjorie Yospin Newman Héléne Nivoix, Besançon, France North American Herb and Spice Nvidia Employee Giving Program Diya Obeid On Behalf of the Scientists of Huntsville, Alabama Oracle Corporation Matching Gifts Program John and Rita Ousterhout In Memory of my beloved mother, Pravina Patel Terrence D. Paul Daniel Perlman PCH Integrated Regulatory Services, Inc. Lena Pepper Drew Perkins In Honor of Nick Peter Bryce and Shonni Peterson Pfizer Foundation Matching Gifts Program **Duane Phillips** In Memory of Donald R. Pieper Joseph Pistritto Doug Pitcock Rahn Pitzer Alexander Polsky Prakhar Prerak Akta Pravin Robert and Anna Prestezog Quality Logo Products Radon.com PVS Raiu **B** S Ramamurtie Rear Admiral Gametools Richard and Lisa Reichman Paul Resnick and Caroline Richardson Sean Rhea and Lucy Almers Deborah and Peter Rieman Gaspar Cabrera Roca Arnold G. Rogers Rohini and Prasana Family Trust Alexander and Jeannine Rubenstein Robert Rubenstien Matt Rudary Runtime Design Automation Salesforce.com Foundation Matching Gifts Dorothea and Hartmut Samtleben SAP Matching Gift Program John and Susan Savva E. Schmale Roy Schneiderman (Bard Consulting) Josh Schripsema and Kresta Austin Anna Scott SelectAware Coupons Shell Matching Gifts Program **Russel Simmons** Wilmar Sigueira www.ski-epic.com skiprobert Petr Skrla

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The Wikimedia Foundation is proud to be one of the most transparent non-profit organizations in the world. We consider all of our expenditures against a framework of our strategy, values, and mission. We carry financial reserves in accordance with non-profit best practices to ensure the future and health of the Wikimedia projects.

This year we highlight our efforts in three main areas: how donor contributions support Wikimedia project websites, our communities, and free knowledge overall. The following designations are as reported by the Wikimedia Foundation's departments themselves.

#### Administration and governance:

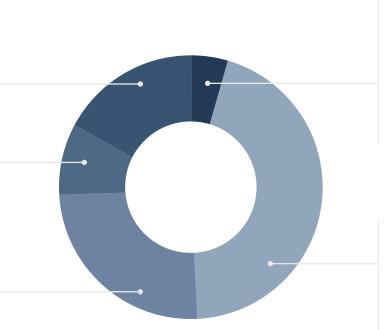
Our core values include transparency and accountability. The finance and administration teams ensure responsible management of Wikimedia Foundation funds and resources. The talent and culture team recruits and supports skilled, passionate people to advance our mission.

#### Fundraising:

Donors are contributors to—and stewards of—the Wikimedia mission. The fundraising team engages these remarkable individuals to ensure the Wikimedia Foundation and communities have the necessary resources to ensure the health of the websites and communities.

#### Direct support to the communities:

The Wikimedia projects exist thanks to the communities that create and maintain them. The Wikimedia Foundation directly supports these communities through grants for projects, programs, and campaigns by individuals and organizations, guidance and tools to build the capacity and effectiveness of contributors, and support for the legal defense of editors. We estimate that 24.9% of annual resources is directly allocated to supporting the Wikimedia community.



#### Support to free knowledge:

Wikimedia is part of a larger free knowledge movement. We work in an ecosystem of open knowledge, open data, open source, and open licenses, to name a few. Wikimedia is stronger when this broader movement is stronger. An estimated 4.4% of our operating expenditure supports policy, advocacy, education, and partnerships to strengthen and share our mission.

#### Direct support to the websites:

Keeping the Wikimedia websites online is about more than just servers and electricity, though those are a very significant consideration. It also includes ongoing engineering improvements, product development, design and research, and legal support. Together, an estimated 44.8% of our total budget is allocated among these critical functions.

#### **Balance Sheet**

As of June 30, 2014 In thousands, in US dollars

Total net assets

Total liabilities and net assets

# Assets

Current assets:	
Cash and cash equivalents	27,880
Current portion of contributions receivable	1,800
Investments	23,261
Prepaid expenses and other current assets	<u>1,600</u>
Total current assets	54,541
Property, plant, and equipment, net	4,053
Noncurrent portion of contributions receivable	<u>1,967</u>
Total assets	<u>60,561</u>
Liabilities and Net Assets	
Current liabilities:	
Accounts payable	2,029
Accrued expenses	3,577
Deferred revenue	18
Other liabilities	1,462
Total current liabilities	7,086
Total liabilities	<u>7,086</u>
Net assets:	
Unrestricted	49,825
Temporarily restricted	3,650

<u>53,475</u>

<u>60,561</u>

#### **Statement of Activities**

For the period from July 1, 2013 through June 30, 2014 In thousands, in US dollars

#### Unrestricted net assets:

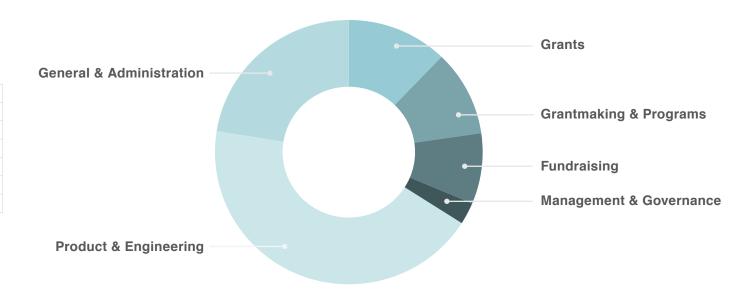
Support and revenue:

Donations and contributions In-kind service revenue Other income, net Investment income, net Release of restrictions on temporarily restricted net assets Total support and revenue	49,612 370 989 244 <u>1,589</u> 52,804
Expenses:	
Salaries and wages	19,980
Awards and grants	5,705
Internet hosting	2,529
In-kind service expenses	371
Other operating expenses	12,485
Travel and conferences	1,966 2,722
Depreciation Special event expense, net	2,722 <u>143</u>
Total expenses	<u>45,900</u>
Increase in unrestricted net assets	<u>40,000</u> 6,904
	0,001
Temporarily restricted net assets:	
Contributions	2,971
Release of restrictions on temporarily restricted net assets	<u>(1,589)</u>
Increase in temporarily restricted net assets	<u>1,382</u>
Increase in net assets	8,286

Net assets at beginning of year	<u>45,189</u>
Net assets at end of year	<u>53,475</u>

Departmental Allocation of Expenses For the period from July 1, 2013 through June 30, 2014 In thousands, in US dollars

Product and Engineering	19,813
Grants	5,705
Grantmaking and Programs	4,779
Fundraising	4,018
Management and Governance	1,175
General and Administrative	10,410
Total	45,900



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

> Wikimedia Foundation 149 New Montgomery Floor 6 San Francisco, CA 94105 USA annual.wikimedia.org