

Budapest, 7 June 2010

## **Chapter Starter Kit Grant Extension Request and Interim Report**

Wikimedia Hungary is hereby requesting a five month extension (until 30 November 2010) of its Wikimedia Foundation Grant entitled Chapter Starter Kit<sup>1</sup> in order to allow us to finish ongoing projects under the grant and to enable us to complete elements of the grant that we have not yet – as of 1 June – started fulfilling.

As background to this request we would like to outline the activities we have performed in executing this grant and to give an overview of the activities that are currently ongoing but are due to finish after the original deadline, as well as, activities that we would like to perform until the end of November to make sure that this grant is successful in as many of its components as is possible.

### **Overview**

The Chapter Starter Kit is a \$2700 complex grant aimed at facilitating our organizational development and to provide for the necessary infrastructure and accessories to fulfill activities boosting outreach, participation and credibility.

As part of this grant we undertook eight commitments in several categories: acquiring a number of domains, producing promotional items and membership/business cards, printing promotional and educational material, setting up/improving our online donation system, setting up a Wikipedia Library and soliciting legal and accounting advice.

We were able to fulfill four of the projects, we are currently actively working on one project and we would like to start work on two more projects and possibly extend on one finished project. We have reached a level of organizational development and experience where the fulfillment of one of the projects is not possible in the context of this grant. Below you will find detailed information on the commitments we undertook and their status as of 1 July.

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<sup>1</sup> [http://meta.wikimedia.org/wiki/Grants:WM\\_HU/Chapter\\_Starter\\_Kit](http://meta.wikimedia.org/wiki/Grants:WM_HU/Chapter_Starter_Kit)

## Fulfilled projects under the grant

We have fulfilled the following projects from the grant, in the order they are listed in our grant application:

### *Wikimedia promotional items*

Under the grant we have produced Wikipedia-themed T-shirts (100 pieces), mugs (50 pieces) and pens (150 pieces).<sup>2</sup> The project apart from the obvious process (procuring quotes and manufacturing the products, etc.) included recreating the Hungarian Wikipedia logo with the text in high quality vector graphic format and settling minor typographical ambiguities and subtle details.

The items so far have been distributed as prizes in three of our competitions: a picture competition,<sup>3</sup> an editing drive<sup>4</sup> to supply sources to BLP articles on Hungarian people on the English Wikipedia and a maintenance competition<sup>5</sup> on the Hungarian Wikipedia that resulted in over 2000 articles being improved. Furthermore, we distributed T-shirts to our members at our Annual General Meeting and the Wikimedian meetup that we organized afterwards and used a couple of items as thank you presents for Wikimedia Serbia's invitation to their Belgrade regional conference.

The distribution of the items at the upcoming, August WikiCamp<sup>6</sup> in Nagykanizsa and connected competitions on the Nagykanizsa region will also fall into the extended grant period.

We are considering this project a huge success as the items produced contributed to community morale and mood<sup>7</sup> and were instrumental in our projects to improve quality. We have set out to distribute the items at at least five events and we have achieved this, we will continue to do so until these supplies last – in the future we hope that the items can be used to drive participation not only quality, morale and inter-chapter comity.

Based on the success and the experiences of this project, as well as the upcoming change in the Wikipedia logo, the 7<sup>th</sup> anniversary of the Hungarian and 10<sup>th</sup> anniversary of the English Wikipedia we have applied for a new grant in the 2010–2011 grant period to produce promotional items.<sup>8</sup>

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<sup>2</sup> <http://bit.ly/WMHU-promo-items>

<sup>3</sup> [http://commons.wikimedia.org/wiki/Commons:Wikimedia\\_Hungary\\_picture\\_competition](http://commons.wikimedia.org/wiki/Commons:Wikimedia_Hungary_picture_competition)

<sup>4</sup> <http://bit.ly/WMHU-BLP-Reference-Drive> – over two hundred articles were sourced, according to <http://bit.ly/dkNMxT> only 3 articles are left

<sup>5</sup> <http://bit.ly/WMHU-Maintenance-Competition>

<sup>6</sup> <http://bit.ly/WMHU-WikiCamp>

<sup>7</sup> Consider the pictures of happy, smiling Wikipedians at [http://commons.wikimedia.org/wiki/Category:2010-05-29,\\_Budapest](http://commons.wikimedia.org/wiki/Category:2010-05-29,_Budapest)

<sup>8</sup> [http://meta.wikimedia.org/wiki/Grants:WM\\_HU/Promotional\\_Items](http://meta.wikimedia.org/wiki/Grants:WM_HU/Promotional_Items)

## ***Wikipedia Library***

We aimed to obtain the printed reference works on Wikipedia – and to a lesser extent other free culture projects – and make them available to the Hungarian researcher public.

We compiled a shortlist of eight books<sup>9</sup> that fit the allocated budget that we bought as a first batch. It was decided that the best way to make these books available was through an established library that had the capacity to provide lending services to our members as well as making the books available to the whole researcher community of Hungary (through inter-library lending).

We chose the National Technical Information Centre and Library (OMIKK) of the Budapest University of Technology and Economics (BME) based on our previous contacts and the likelihood that students researching Wikipedia would be found at BME.

We signed a cooperation agreement with this library whereby in exchange for the books we would receive statistics on the use of these books, our members would receive free library cards on request<sup>10</sup>, and we could hold presentations at the library and centre. We further committed to increase our library – and our dedicated shelf in their reading room – from time to time.

We consider this project and cooperation a success as we are providing reference works that can foster research on Wikipedia and increase its credibility. Furthermore, we are providing value to our members and can hold presentations that increase the credibility of Wikipedia and the other projects. Having the OMIKK library as a partner is important for our organizational development and in our efforts to establish fruitful cooperation with the GLAM and education sector.

In order to truly fulfill the measure of success provided for this item “the basic works (manuals, scientific studies, printed editions, etc.) on Wikipedia are purchased and made available for reading to our members and trustworthy members of the community” we would like to purchase further items to enlarge our bookshelf from the remaining funds provided for this grant. We believe that these works should be available in Hungary in much the same way as we should be presenting to the public books printed *from* Wikipedia content.

## ***Membership/business cards***

As a minor item in the kit we have set out to produce membership cards for our members and business cards for our board and active members.

After careful consideration we have decided that membership cards at this point have little or no benefit and thus we moved on to producing only business cards. We have produced bilingual business cards for our board members based on the WMF template and we are planning to produce further cards to some of our active members that often represent our association – this will accomplish our originally planned measure of success (“business cards are printed for the board members and those who are tasked to act in the name of the chapter”).

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<sup>9</sup> See at [http://commons.wikimedia.org/wiki/File:Wikilibrary\\_1.jpg](http://commons.wikimedia.org/wiki/File:Wikilibrary_1.jpg), not shown is *Here Comes Everybody* by Clay Shirky

<sup>10</sup> The cost of library membership is actually higher than our annual membership fee.

## ***Domain registration***

We registered all the localized domain names of the Wikimedia projects that were available. The Hungarian domain for Wiktionary (<http://wikiszotar.hu/>) was already taken up by a wiki based dictionary site.

We were able to achieve our set out measure of success for this project, the domains were registered as an in-kind donation from our president and thus we have not spent the allocated budget (\$100) for this item. We would like to spend the funds saved on other projects inside this grant.

## **Ongoing project under this grant**

The following project is currently ongoing under this grant:

### ***Acquiring the Wikimedia.hu domain***

[The details of activities under this project are not made public at this point.]

## **Projects not yet initiated**

The following are the projects that have not been started as of 1 June that we would like to complete by the end of the extension period:

### ***Printed material***

We would like to produce a quality bi-annual report detailing the activities of our chapter from our founding in November 2008 to November 2010 that we could use in our fundraising and outreach activities. (This period marks the first term of office of our board members and we were founded on the Day of Hungarian Science, so the chosen date has a nice parallel with our activities.) The grant would cover the fees of the designer and the printing. The ready report would be presented at our General Meeting in November at the latest, just in time for the next annual fundraiser.

We would also like to produce a Cheatsheet leaflet with general information about Wikipedia on the backside.

## ***Online donation system***

We have a MediaWiki based donation system utilizing PayPal that has been successfully working throughout the last two fundraisers. Due to the transaction costs of Paypal and in order to boost donor confidence and ease of donations we applied for this grant item so that we could set up our bank's online banking system.

The completion of this project has been blocked by the fact that there's no ready implementation of our bank's system with MediaWiki. In the extended period of this grant we would like to explore the following improvements to our present donation system: setting up CiviCRM, contracting a developer to implement the necessary integration of the bank's system with our homepage (if necessary, by moving the donation page to a Drupal based system).

Our original budget estimate provided for this grant took into account the contracting fees of our bank but didn't consider the associated costs of development and training. Therefore, for the completion of this project we might need to allocate funds within the whole grant exceeding the initially predicted \$200.

Note that the original success criteria of "an online fundraising system, constantly available, used for membership payments and donations at least ten times" has already been fulfilled with our current system. In evaluating this grant item we will thus consider the fact that we have made improvements to our donation system as the criteria of success.

## **Projects we will not be fulfilling**

### ***Legal aid and accounting advice***

As part of this grant we asked for the allocation of a small sum for legal aid and accounting advice. In the meantime we have contracted a professional accountant who provides us with accounting advice and are considering contacting a copyright expert or the Council of Copyright Experts<sup>11</sup> on questions relating to Hungarian copyright law in relation to the Wikimedia projects.

As both the cost of our accountant<sup>12</sup> and the future cost of the legal advice greatly exceed the amount budgeted in this grant, we cannot fund them from this source and would like to allocate the funds budgeted for this project (\$100) to other projects within this grant.

We note however, that in the context of this grant we have successfully reached a level of organizational development where we have access to professional accounting advice and services, which is very important as our activities involve complex accounting and legal challenges.

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<sup>11</sup> <http://www.mszh.hu/English/testuletek/szjszt/index.html>

<sup>12</sup> We are partially covering the costs of accounting through a successful grant to the National Civil Fund on operating costs.

## Summary

We have finished the majority of the tasks that we have set out to do, however, there are a number of tasks that we were unable to fulfill on time. As our confidence in the impact and importance of these projects has not wavered since the time we first submitted the grant, we are asking for five months of extra time to allow us to continue working on these important tasks that will have an impact on our fundraising ability, organizational image and maturity and will help our outreach activities.

We would like to ask that we can reallocate the funds that have not been spent or have been saved to the various ongoing projects (including the WikiLibrary project) inside this same grant on an as needed basis.

We are performing a financial review with our accountant in the coming weeks to provide us with the exact amount – taking into account exchange rates – we have spent from our two approved grants in the 2009–2010 grant period.