



# Wikimedia Endowment 2023-24 Plan

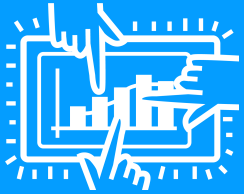


# FY 23-24 Fundraising Goals

# Fundraising goals for FY23-24

- Raise \$10 million for the Wikimedia Endowment
  - \$5 million from major gifts
    - **Secure four \$1 million pledges**
  - \$5 million from small-dollar gifts
- Secure 575 new planned giving commitments
- Secure 2,800 new planned giving inquiries





# Operational Timeline

TODAY


TASKS	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEPT 2023	OCT 2023	NOV 2023+
Finalize Insurance + Banking + Custody Accounts + Tax/Audit Firm	MAY 31						
Intact Chart of Accounts + Data Sharing Agreement		JUN 16					
Cost Sharing Accounting Setup		JUN 23					
Notify Auditor + Tax Accountant		JUN 23					
<b>Tides Transfer</b>			JUL 14				
Official Communication/Announcement			JUL 21				
Budget 2024	PHASE 1 - JUN 23		PHASE 2 - AUG 25				
Gift Administration Processes					NOV & BEYOND		
Grants Management Processes					NOV & BEYOND		
Financial Reporting Processes					NOV & BEYOND		


 CPI Team + Jim B.

 Shelby + James + Dhaval

 Shelby

 Lisa

 Caitlin + Shelby + Dhaval

 Caitlin + Amy + Shelby + Dhaval

 Shelby + Dhaval

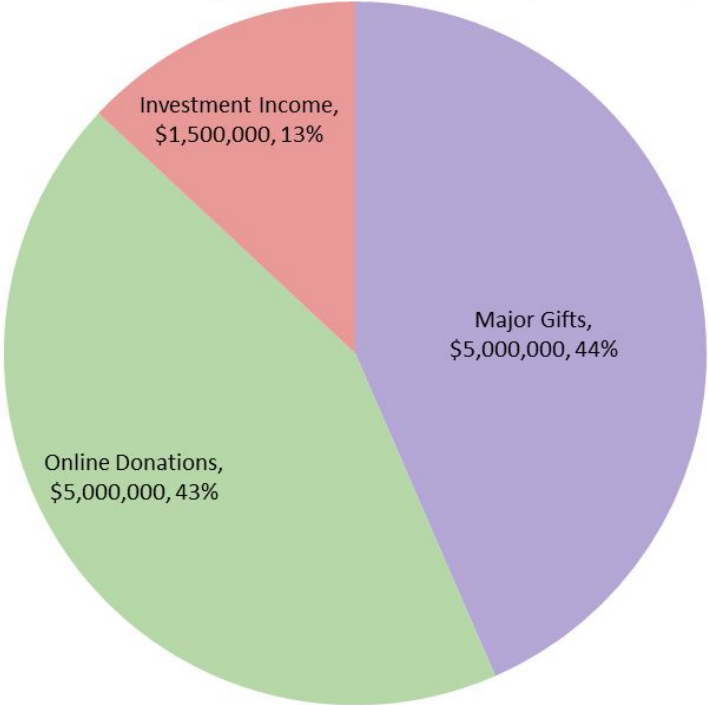
 James + Dhaval



# FY 2023-24 Budget

# 2023-24 Budget: Revenue

2024: Projected Revenue (\$11.5M)



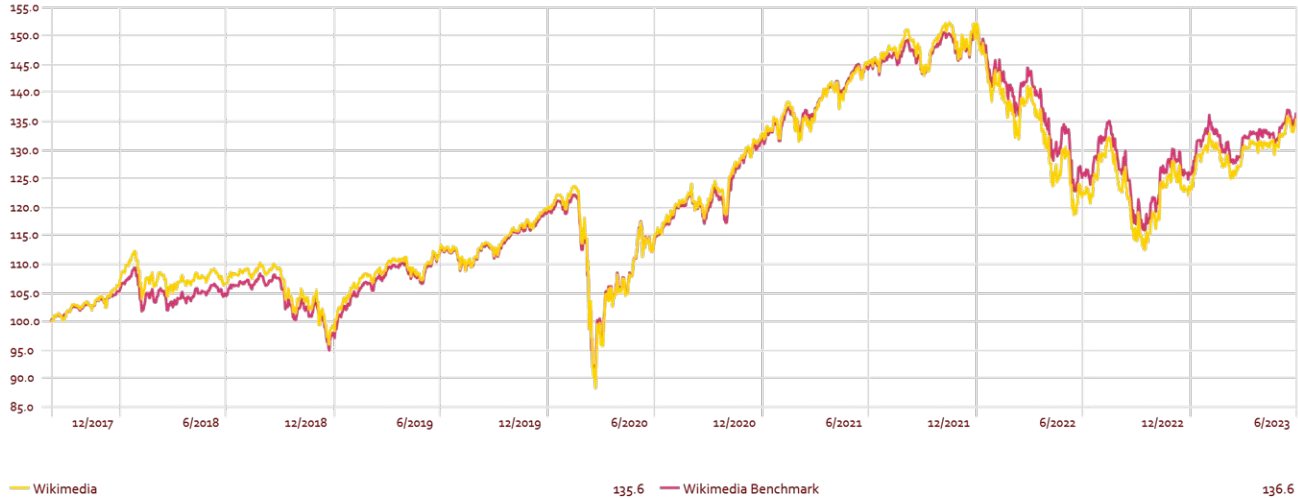
2024: Projected Revenue	
Major Gifts	\$5,000,000
Online Donations	\$5,000,000
Investment Income	\$1,500,000
<b>TOTAL</b>	<b>\$11,500,000</b>

# Performance Summary (Quarter End)



## Investment Growth

Time Period: Since Common Inception (9/7/2017) to 6/30/2023



## Performance

Time Period: Since Common Inception (9/7/2017) to 6/30/2023 Calculation Benchmark: Wikimedia Benchmark

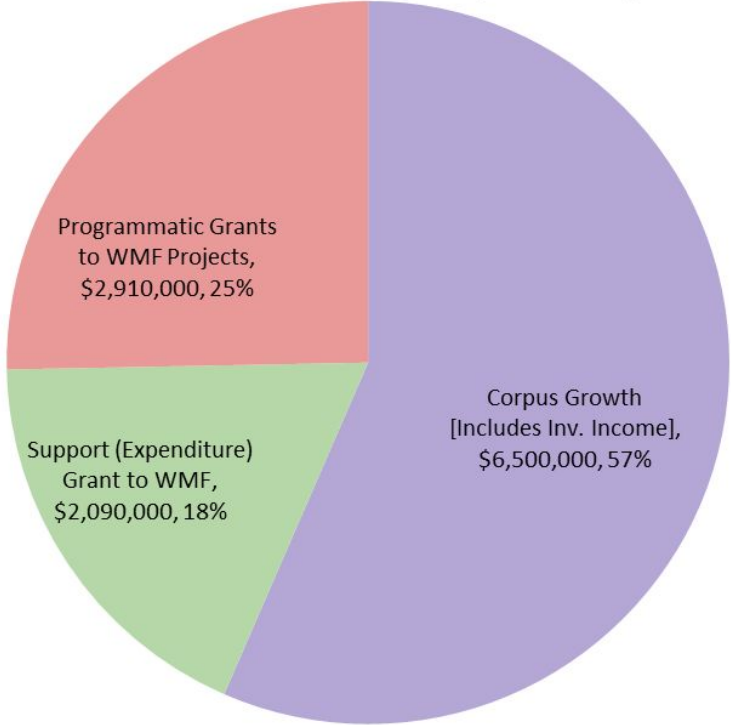
	Return	Std Dev	Excess Return	Information Ratio (arith)	Sharpe Ratio	Tracking Error
Wikimedia	5.38	16.64	-0.13	-0.03	0.40	5.67
Wikimedia Benchmark	5.51	14.02	0.00	—	0.45	0.00



# 2023-24 Budget

2024: Revenue Use	
Corpus Growth [Includes Inv. Income]	\$6,500,000
Support (Expenditure) Grant to WMF	\$2,090,000
Programmatic Grants to WMF Projects	\$2,910,000
<b>TOTAL</b>	<b>\$11,500,000</b>

2024: Revenue Use (\$11.5M)

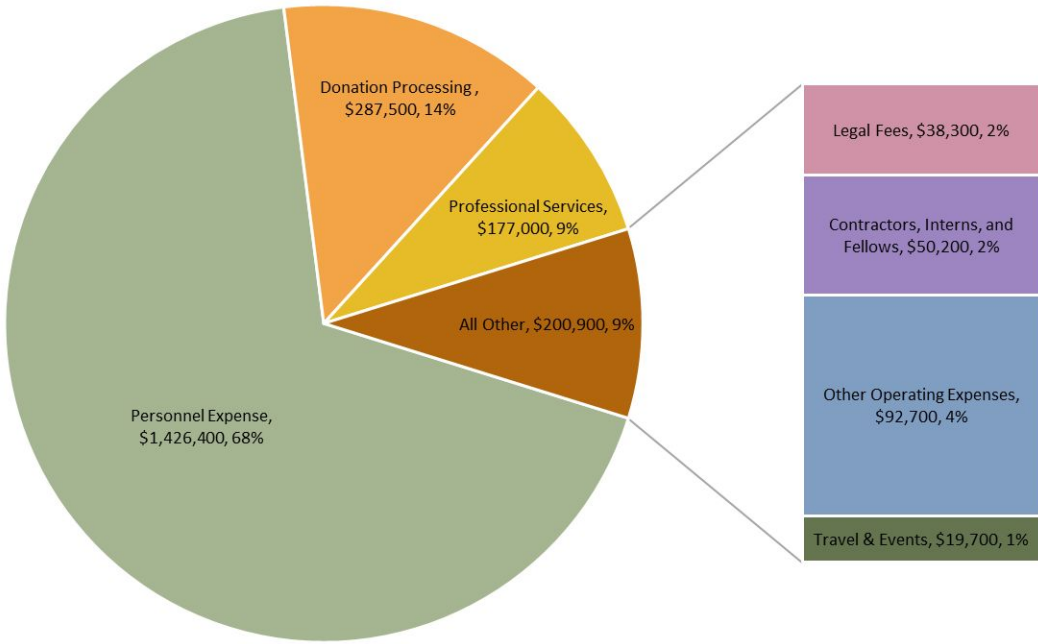


# 2023-24 Operational Budget

Personnel Expense	\$1,426,400	68%
Donation Processing	\$287,500	14%
Professional Services	\$177,000	8%
Legal Fees	\$38,300	2%
Contractors, Interns, and Fellows	\$50,200	2%
Other Operating Expenses	\$92,700	4%
Travel & Events	\$19,700	1%
<b>Total</b>	<b>\$2,090,000</b>	<b>100%</b>

Support (Expenditure)  
Grant to WMF

2024 Budget: Categorical Spend



# 2024 Operational Budget vs. 2023

Category	2023	2024	Variance
Personnel Expense	\$874,546	\$1,426,400	63%
Donation Processing	\$250,000	\$287,500	15%
Professional Services	\$407,541	\$177,000	-57%
Legal Fees	\$34,800	\$38,300	10%
Contractors, Interns, and Fellows	\$43,443	\$50,200	16%
Other Operating Expenses	\$153,502	\$92,700	-40%
Travel & Events	\$14,790	\$19,700	33%
<b>Total</b>	<b>\$1,780,000</b>	<b>\$2,091,800</b>	<b>18%</b>

# 2024 Budget: Spending Policy Impact

Investment Portfolio	\$105,000,000
Cash	\$13,900,000
New Growth	\$11,500,000
<b>TOTAL</b>	<b>\$130,400,000</b>

Spending Target 2.5%-4.00%

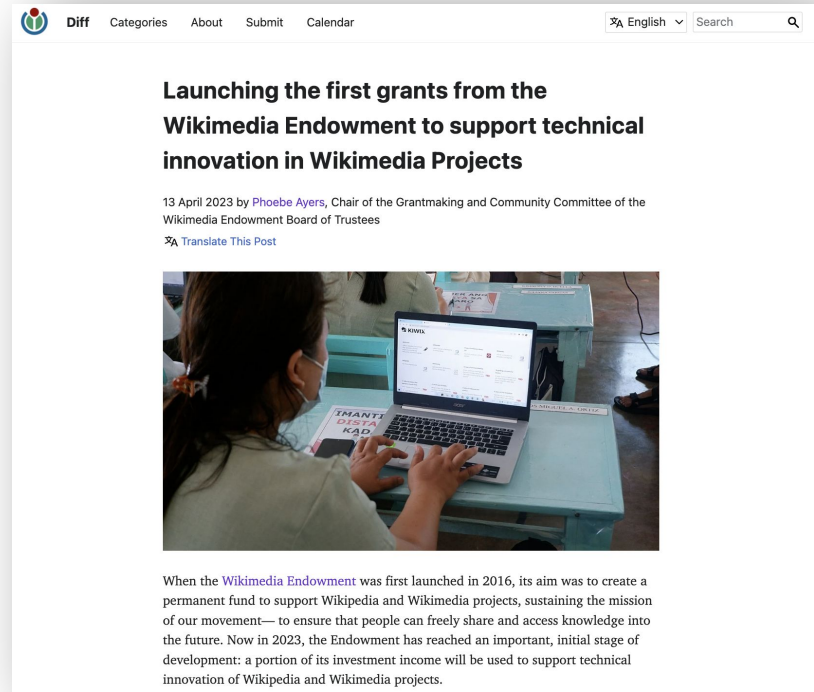
FY 2024 Spend \$5,000,000  
**3.83%**



# FY 2023-24 Grantmaking

# Grantmaking to Support the Wikimedia Projects

The Wikimedia Endowment will make \$2.91 million in grant to support the Wikimedia Projects in FY 23-24. Those grants will be decided at the Jan. \Feb. Endowment Board meeting.




The screenshot shows a web browser displaying an article on the Diff platform. The article title is "Launching the first grants from the Wikimedia Endowment to support technical innovation in Wikimedia Projects". The author is Phoebe Ayers, Chair of the Grantmaking and Community Committee of the Wikimedia Endowment Board of Trustees, and the date is 13 April 2023. Below the text is a photograph of a person wearing a face mask and working on a laptop at a desk. The laptop screen shows a website with a grid of images. The person is sitting at a light blue desk with a sign that reads "IMANTI BISTAKI KAD". The browser's address bar shows "Diff" and navigation links for "Categories", "About", "Submit", and "Calendar". The language is set to "English" and there is a search bar.

**Launching the first grants from the Wikimedia Endowment to support technical innovation in Wikimedia Projects**

13 April 2023 by [Phoebe Ayers](#), Chair of the Grantmaking and Community Committee of the Wikimedia Endowment Board of Trustees

[Translate This Post](#)



When the [Wikimedia Endowment](#) was first launched in 2016, its aim was to create a permanent fund to support Wikipedia and Wikimedia projects, sustaining the mission of our movement—to ensure that people can freely share and access knowledge into the future. Now in 2023, the Endowment has reached an important, initial stage of development: a portion of its investment income will be used to support technical innovation of Wikipedia and Wikimedia projects.



# Thank you!

For more Information about the  
Wikimedia Endowment, please visit:  
**[www.wikimediaendowment.org](http://www.wikimediaendowment.org)**