

the way the world tells its story



everywhere...

letter from
the directors

Back in January 2001, few people could have imagined the extraordinary impact of what was then just a tiny project driven by a big idea.

But ten years later, we find ourselves at the center of a free knowledge movement built around our flagship project, Wikipedia, which has become the most important collaboratively created repository of knowledge in history.

Today, Wikimedia volunteers around the world work in more than 280 languages to document the stories of their communities and cultures, past and present. During 2011, for example, hundreds of volunteers contributed to the articles on the Arab Spring rebellions, capturing one of the major stories of our time as it unfolded.

The Wikimedia Foundation is part of a broad global network of individuals, organizations, chapters, clubs and communities who together work to create Wikipedia, the most powerful example of volunteer collaboration and open content sharing in the world today. In 2010–11, the bulk of the Foundation’s spending was focused towards putting in place solid technical and organizational infrastructure. In 2011–12, the majority of spending goes towards growing, strengthening and increasing the diversity of the editing community, simplifying our wiki-editing interface, making investments to grow the projects’ readers and editors in key geographic areas such as India, Brazil and the Middle East and North Africa, and improving our presence on mobile devices.

Over the past year, more than 500,000 people donated to the Wikimedia Foundation, giving us more than \$23 million USD. Thank you for your incredible generosity, and for your outpouring of support and love for Wikipedia and its sister projects, enabling the work of nearly 100,000 active editors. We owe you a huge debt of gratitude.

The Wikimedia Foundation especially wants to thank the editing community. Your work is essential, and it is what donors are enjoying and supporting: thank you for everything you do. A big thanks as well to the Wikimedia Foundation Board of Trustees and Advisory Board, and a warm welcome to our new Advisory Board members Veronique Kessler and Jessamyn West.

Sincerely,
Sue Gardner, Executive Director
Ting Chen, Chair, Wikimedia Foundation Board of Trustees



portraits by
Guillaume Paumier,
CC BY SA 3.0



In Rennes, France, ten large installations representing Wikipedia entries for local landmarks were posted around the city in celebration of Wikipedia’s tenth anniversary. These signs were placed so as to spotlight places like the opera house, the Parliament, and a street named after former mayor Jean Javier (left).



Auregann, CC BY SA 3.0



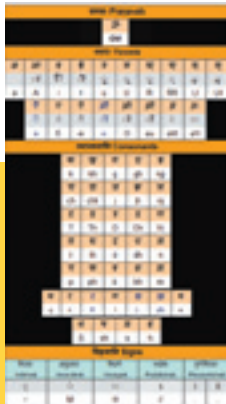
Auregann, CC BY SA 3.0



Vale353,
CC BY SA
3.0

Wikipedia is the only place that's allowed for a system where generousities can be coupled and multiplied and leapfrogged upon, where therefore one's individual generosity, the fruits of it and the results of it are something that are just far beyond the effect of that act alone.
— *Achal Prabhala*
Bangalore, India
user:aprabhala
Wikimedia advisory board member

Shijualex, CC BY SA 3.0



Wikimedians in India created the “Narayam” MediaWiki extension, an input tool that allows wiki users to type in Indic language scripts. For many, Wikipedia is the first Internet location where they contribute in their mother tongue.

One Laptop per Child, CC BY SA 2.0



Hari Prasad Nadig, CC BY SA 2.0

Throughout India, Wikimedians enthusiastically gather to discuss projects, localization, and outreach.



Shah and Bhati, CC BY SA 3.0



Tinucherian, CC BY SA 3.0



dispatch from India: stories from the future

the rise
of India



Victor Grigas, CC BY 3.0

Helping Wikipedia and other free knowledge projects flourish in India is one of the Foundation's highest strategic priorities.

With the help of a strong community in India, the Indian chapter and a team of consultants based out of Delhi, Wikipedia is poised for rapid growth in this large and diverse country.

More Indians speak English than anywhere outside of the United States of America. Several hundred million people speak Hindi, and there may be more than 30 other languages with more than a million native speakers each. Today, there are Wikipedia projects in 20 Indic languages with 20 more in incubation. Indians are important contributors to Wikimedia projects in English and other languages.

The Foundation sees India as the most logical place to support community growth because of the country's rapidly growing population of Internet users, its tradition of free speech, and the presence of a committed community. Through our work in India we are learning about the challenges of growing free knowledge projects in a developing country.

India presents many daunting challenges. Approximately 37 percent of the nation's population lives in abject poverty, surviving on less than \$1.25 per day. Outside of the major cities, electricity is rare, and Internet access is a luxury for most. Only 7 percent of the population have online access, yet that translates into the fourth-largest national Internet audience — 81 million — in the world.

And, while 71 percent of the population is literate, less than half of women can read and write. Only 15 percent have completed a high school education.

The number of Indian contributors to Wikimedia to date, around 2,000, is small relative to India's size, but they are extremely active and passionate about their work on the projects. They also are especially creative. Among the most impressive breakthroughs by Wikimedians in India is an innovation by local software programmers that allows Indic language scripts to be expressed as text on a keyboard, and therefore to be integrated into Wikipedia.

In 2008, Wikipedia founder Jimmy Wales and Foundation executive director Sue Gardner went to India to evaluate how best to stimulate interest and growth in the Foundation's projects there. Since then, the Foundation has added an Indian, Bishakha Datta, to its board of trustees and Foundation managers have traveled frequently to the country, where they see indications that the multiple language versions of Wikipedia are gaining traction and more Indians are reading and contributing to Wikipedia.

Early in 2011, almost a quarter (about 95) of Wikipedia's tenth-anniversary celebrations held around the world (over 400) occurred in India. In partnership with the Indian community, the Foundation is just getting started in the work to catalyze Wikimedia's free knowledge projects in India with the expectation of planting deep roots in the world's second most populous country.

Derrick Coetzee, CCO



Sage Ross,
CC BY SA 3.0



Sage Ross, CC BY SA 3.0

class assignment: wikipedia

recruiting on
campus today

As a Wikipedia volunteer my major project is distributing the offline version of Wikipedia in schools, this is a compressed version of Wikipedia and contains articles that are relevant to the Kenyan curriculum. This project has changed the lives of thousands of school children and is revolutionizing education in Kenya. — Isaac Kosegi Kenya user:Kipsizoo

Three of the dozens of universities working with us to improve the quality of Wikipedia articles are (left to right) the University of Michigan, Davidson College, and Georgetown.



AndrewHorne, public domain

Dacoslett,
public domain



Rob Ketcherside, CC BY SA 2.0

Sage Ross, CC BY SA 3.0



Derrick Coetzee, CCO



Georgetown student Patrick Friedel originated Wikipedia's article for the National Democratic Party of Egypt as a course requirement. Months later, as revolution gripped the region, Friedel's article attracted thousands of readers, sparking a debate that left Friedel a firm believer in Wikipedia's power for enhancing collaborative learning.

The Wikipedia Education Program is an ambitious initiative to transform post-secondary education the world over by fostering critical thinking, media literacy and collaborative learning, while improving Wikipedia at the same time.

Due to the enthusiastic endorsement of our early efforts by professors and students at leading universities, this program is gaining traction both in the U.S. and overseas. Professors who participate in our program assign their students to improve Wikipedia articles as part of their coursework. Students are assisted by trained “Wikipedia Ambassadors” — a newly developed concept — who help both in the class and virtually, thereby evangelizing and recruiting students and others to join in the effort.

The 17-month pilot project (initially called the Public Policy Initiative, as it focused on that academic discipline) was funded by a grant from the Stanton Foundation, and professors and students at 24 leading U.S. universities participated. In the pilot program, more than 800 students contributed the equivalent of more than 5,800 printed pages of content to Wikipedia. And the contributions were excellent: On average, the quality of articles students worked on improved 64 percent. Research from the pilot program found that students are much more motivated by a Wikipedia assignment than they were by a traditional term paper because it was a useful assignment. Through the Wikipedia Education Program, students have a global audience for their assignment, instead of working on something that will be read only by their professor and never used again. After great successes in the U.S., the program recently expanded into three additional countries: Brazil, Canada, and India.

A key goal is to develop new ways of assessing article quality, including tests of a new tool allowing readers to provide article feedback. Throughout the past academic year, students worked with the blessing of their professors to improve the quality of a wide range of project content, helping us reach by the end of 2010 the milestone 10,000th quality article on Wikipedia.

This development prompted a great deal of press coverage, and appears to represent a turning point in the relationship of the academy and Wikipedia. During the early years, many U.S. educators remained deeply skeptical of the online encyclopedia's reliability for research and learning purposes. But in recent years, more and more professors have come to the conclusion that their students are going to rely on Wikipedia no matter what, so why not help improve the quality of its entries?

This breakthrough comes as the Foundation extends the lessons of its educational initiatives into a sustained effort to work with academics worldwide to promote collaborative learning models in pursuit of our goal to provide free access to the sum of the world's knowledge to all.

I remember being really frustrated back in the days when I didn't know Wikipedia. I didn't have a way to express my love for knowledge, my struggle to be useful in this world, to be meaningful for my fellow humans. I really don't know how I could have ended up without knowing this project.
— *Andrea Zanni*
Modena, Italy
user:aubrey



RobH, CC BY SA 3.0

Foundation tech staff are constantly striving to develop more efficient workflow processes.

Matthew Roth, CC BY SA 3.0



Matthew Roth, CC BY SA 3.0



Tobias Schumann, CC BY SA 3.0



Staff and volunteer developers at a “hackathon” meeting, improving the MediaWiki software.



Tobias Schumann, CC BY SA 3.0

new tools for the knowledge trade

making it all possible: technology

All of the Foundation's technology initiatives can be boiled down to one goal — reducing the barriers to sharing knowledge.

But this is challenging. Just consider the scope of our work: The number of articles in the English version of Wikipedia alone passed 3.5 million in 2010, and the number of media files on Wikimedia Commons reached 10 million early in 2011. Also over the past year, we logged our one-billionth edit.

Hosting and supporting this content in over 280 languages requires a massive ongoing effort by our tech staff and community volunteers. That includes improving our MediaWiki software, the platform running Wikipedia's sites. This past year we added the “ResourceLoader” system to speed up page-loading times; plus the new “UploadWizard,” which makes contributing media files easier; and developed the “Article Feedback Tool,” to engage Wikipedia readers in quality assessment.

Another major focus during the year was improving our collaboration with Wikimedia volunteers. We hired a volunteer development coordinator, and a “bugmeister” tasked with managing the myriad suggestions for software improvements and fixes that come from the community. A huge effort was also made to reduce the code review backlog. Previously, volunteer developers had to wait a long time, sometimes years, before their work was accepted, because so few staff were available to attack the backlog. And for the fifth time, the Foundation took part in the “Google Summer of Code,” where six students worked on improvements and new features for MediaWiki.

A new, much more powerful data center was built out in Virginia over the past year, to keep pace with the rapid growth envisioned in our five-year plan.

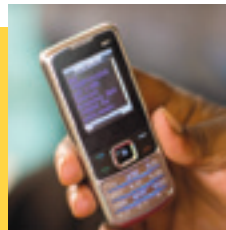
Since Wikipedia appeared in 2001, the web has dramatically changed, including the widespread adoption of Web 2.0 technologies and the rise of social networking sites. User expectations are now very different. During our Usability Initiative, many people told us our editing interface was confusing and difficult to use. This may also be related to another serious issue confronting our community — the decline in the number of active editors working on our projects.

We are therefore working on multiple levels to update and improve our editing interface and recruit more volunteers to participate in our projects in the years going forward.

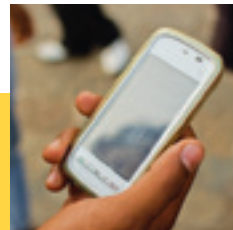
Wikipedia is perhaps one of the few truly global endeavors that really brings together people from all races, religions, nationalities, points of view...Wikipedia will continue working and has established a new way because deep down, deep inside of us, we want to share. Deep inside we are all generous persons and deep inside we want the best for the human race.

— Alfonso Luna
Caracas, Venezuela,
Donor

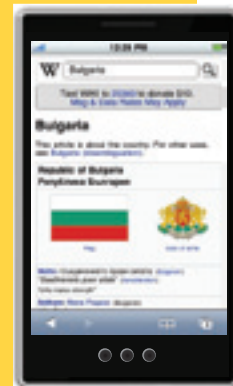
One huge technical challenge for Wikimedia is that people around the world use thousands of different mobile devices and platforms to access our content, and we need to support all of them.



Victor Grigas, CC BY SA 3.0



Victor Grigas, CC BY SA 3.0



Currently users can read Wikipedia on their phones, but a major development effort is under way to ensure they will be able to edit it in on mobile as well.

thskyt, CC BY SA 2.0



Mobile technology is coming to dominate the landscape, from cellphone towers rising everywhere to the playful fascade of an office building in Tokyo.



James Nash (aka Cirrus), CC BY SA 2.0



Elwin, CC BY SA 3.0

the revolution will be mobilized

mobile moves forward

The mobile web is growing faster than the desktop Internet around the world, and most new users from the Global South will come online via cell phones.

In India alone, there are an estimated 500–600 million mobile users, a population roughly seven times larger than the number of people there who have any sort of Internet access (81 million).

At the current pace, research indicates the mobile web will overtake the desktop web in 2014, i.e., more users will access the Internet globally using a mobile phone rather than a PC by that time. By 2015, it is projected that fully 87 percent of the world's population will have cell phone subscriptions, which translates to about 6.35 billion people. It's expected that about a third of them, some 2 billion people, will be accessing the Internet on mobile phones.

But there is a deep disparity between those in the more developed world who have access to high-speed mobile networks (3G or higher), and those in the poorer, rural parts of the planet whose only access to the mobile Internet is over slower-speed networks.

As part of our commitment to help *everyone* gain free access to knowledge, the Foundation is reworking our mobile platform to enable both an enhanced experience on fast 3G and 4G networks, as well as allow for usage on lower bandwidth networks by simplifying the experience where needed. The redesign of our mobile platform creates a base for new feature development and, because the new platform is integrated into our free and open MediaWiki software, organizations that use MediaWiki now have access to a convenient mobile web capability.

We are starting to explore solutions for short message service (SMS) and Unstructured Supplementary Service Data (USSD) communications that would provide Wikipedia's free knowledge to billions more people in an accessible form.

Also, we are striving to develop partnerships with network providers in key regions of the Global South to provide their customers with no or low-cost access to Wikipedia on a range of devices.



Fedaro, CC BY SA 3.0

Wikipedia 10 design by David Peters, CC BY SA 3.0. Banners contain original image by Ian Mackenzie, CC BY SA 2.0; Catalan logo remixed by Martorell, CC BY SA 3.0; Kazakhstan logo remixed by George, CC BY SA 3.0.

.....
Wikipedia
10
years of
contributions
by people
like you

Imjooseo, CC BY SA 3.0



Community members of all ages came together in 120 countries to celebrate, complete with elaborate Wikipedia-themed birthday cakes.



Bellayet, CC BY SA 3.0



Elya, CC BY SA 3.0

Contributors the world over adapted and contributed to the "Wikipedia 10" design to fit their cultures and geographies.



Maciej Jaros, public domain. Location placements by contributors of ten.wikipedia.org/wiki/Template:Eventmap, CC BY SA 3.0

Rattakorn c, CC BY SA 3.0

Nasir Khan Saikat, CC BY SA 3.0

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Shani21shani, CC BY SA 3.0



2001
Wikipedia is launched on January 15.

2002
First release of the MediaWiki software, on which Wikipedia and its sister projects are still running today.

2003
Jimmy Wales hands over operation of Wikipedia to the newly founded Wikimedia Foundation.

2004
Wikimedia Commons is founded as a central repository of free media.

2005
The first Wikimania (the annual global conference of Wikimedians) takes place in Frankfurt, Germany.

2006
There are Wikimedia chapters — local organizations supporting the mission — in seven countries.



David Peters, CC BY SA 3.0

a decade
that changed
the world

Jimmy Wales greeted celebrants at more than 450 events in 120 countries by video upon the occasion of the tenth anniversary of Wikipedia.

"I remember the first day Wikipedia existed. And I thought about what was to come and of course I really didn't know what was to come. (O)ver the years I had many opportunities to (meet) with Wikipedians in India, in China, in South America, really all around the world. (And) it turns out that we tend to be very much the same even though we come from very different cultures. We share the same values, the same ideals, the things we are working for, a free encyclopedia for every person of the planet written really by thoughtful people, (who) try to be neutral, try to be honest. It's still as exciting for me today as it was in the very early days. We've still got a lot of work left to do. So, thank you again and happy birthday to Wikipedia!"

Sebastiaan ter Burg, CC BY SA 2.0



Jan Ainali, CC BY SA 3.0



The gathering at the Stockholm City Library was one of many held at major cultural institutions across Europe and around the world.



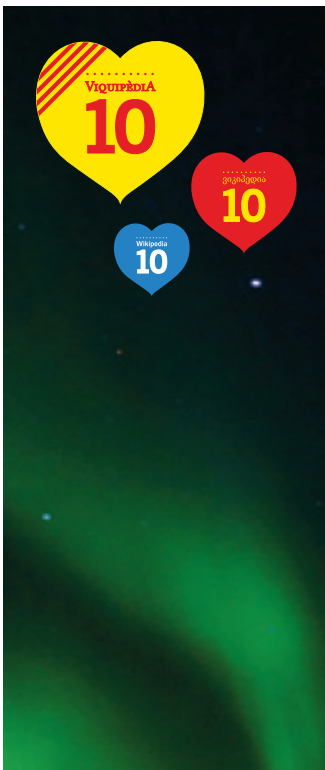
2007
An independent study finds the German Wikipedia to be more accurate, complete and up-to-date than the longstanding German print encyclopedia Brockhaus.

2008
The ten millionth Wikipedia article is published, a biography of 16th-century painter Nicholas Hilliard in the Hungarian Wikipedia.

2009
Wikimedians vote to adopt the Creative Commons Attribution/Share Alike license (CC BY SA) as the primary license for Wikipedia and its projects, allowing much wider reuse of the content.

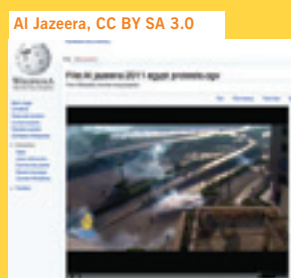
2010
The Wikimedia projects reach 1,000,000,000 (one billion) edits.

2011
Wikipedia celebrates 10 years of sharing the sum of all knowledge.





Amr Farouq Mohammed, CC BY SA 2.0



as participants in protests known as *Nasb*. It was sparked by the first protests that occurred in Tunisia on 18 December 2010 following the self-immolation in protest of police corruption and ill treatment.^{[37][38]} With the success of the protests in Tunisia, unrest struck Algeria, Jordan, Egypt, and Yemen,^[39] then spread to other countries. The largest, most organised demonstrations often occurred on a 'day of rage', usually Friday after noon prayers.^{[40][41][42]} The protests have also triggered similar unrest in other regions.

Of September 2011, revolutions have resulted in the overthrow of three heads of state. Tunisian President Zine El Abidine Ben Ali fled to France on 14 January following the Tunisian revolution protests. In Egypt, President Hosni Mubarak resigned on 11 February 2011 following massive protests, ending his 30-year presidency. Libyan leader Muammar al-Qaddafi was overthrown on 23 August 2011. The Transitional Council (NTC) took control of Bab al-Azizia. His current whereabouts are unknown.^[43]

Of regional unrest, several leaders announced their intentions to step down at the end of their current term. President Omar al-Bashir announced that he would not seek re-election in 2015,^[44] as did Iraqi Prime Minister Nuri al-Maliki in 2014.^[45] Although there have been increasingly violent demonstrations demanding his immediate resignation,^[46] these have also caused the sacking of two successive governments^{[47][48]} by King Abdullah.^[49] Another leader, President Ali Abdullah Saleh, announced on 23 April that he would step down within 30 days in exchange for immunity,^[50] a deal the Yemeni parliament informally accepted on 26 April.^[51] Saleh then reneged on the deal, prolonging the Yemeni uprising.^[52] The geopolitical implications of these protests have drawn global attention,^[53] including the suggestion that some protesters may be nominated for the 2011 Nobel Peace Prize.^[54] Tawakul Karman from Yemen was one of the three laureates of the 2011 Nobel Peace Prize as a prominent leader in the Arab Spring.

Dramatic footage of events in Cairo by the Al Jazeera helped bolster the Arab Spring multimedia.



Country	Date started	Status of protests	Outcome	Death toll	Situation
 Tunisia	18 December 2010	Revolution on 14 January 2011 Protests subdued since March 2011	• Ousting of President Ben Ali^[34] and Prime Minister Ghannouchi • Dissolution of the political police^[34] • Dissolution of the RCD, the former ruling party of Tunisia and liquidation of its assets^[37] • Release of political prisoners • Elections to a Constituent Assembly on 23 October 2011^[36]	223 ^{[34][36]}	Revolution
 Algeria	28 December 2010	Subdued since April 2011	• Lifting of the 19-year-old state of emergency ^{[31][32]}	8 ^[33]	Major protests
 Lebanon	12 January 2011	Limited	• a 40% increase in wages ^[34]	0 ^[35] [34][37]	Protests and governmental changes
 Jordan	14 January 2011	ongoing	• King Abdullah II dismisses Prime Minister Rifat and his cabinet.^[36] • Months later, Abdullah dismisses Prime Minister Bakhti and his cabinet after complaints of slow progress on promised reforms.^[36]	1 ^{[34][37]}	Protests and governmental changes

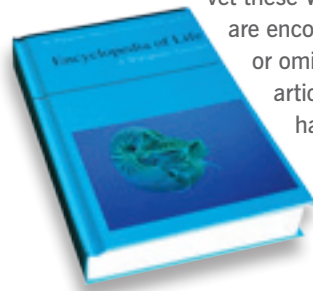
Contributors of
https://en.wikipedia.org/wiki/Arab_Spring,
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Kodak Agfa, CC BY SA 3.0

case stories

Proof-of-concept for expert reviews: Encyclopedia of Life curates Wikipedia articles

1 There are more than 1.9 million animals, plants, and other forms of life on Earth. In May 2007, some of the world's leading scientists announced the development of the Encyclopedia of Life (EOL) to document them all. Inspired by biologist E.O. Wilson and supported by more than \$25 million in funding, the project aggregates and makes accessible information about species, ranging from 19th century journals to modern online databases, including Wikipedia content. EOL's curators vet these Wikipedia articles for factual accuracy, and are encouraged to improve Wikipedia directly if errors or omissions are found. Over a hundred Wikipedia articles that were marked as “trusted” in this way have been collected into a hardcover book called “Encyclopedia of Life: A Wikipedia Sampler.”



10,000,000th file uploaded to Commons

2 Wikimedia Commons, the sight and sound of Wikipedia, logged its ten millionth file in April. With more than five million new files added in less than two years, the Foundation's repository of educational media is growing faster than ever, in part thanks to volunteers building enthusiastic relationships with cultural institutions around the world. The breadth and variety of the imagery is invaluable.

Wikipedia Editors Survey

3 Every word on Wikipedia is the result of work by a volunteer editor somewhere in the world. Early in 2011, we conducted an Editor Survey as the first iteration of what will continue as a biannual endeavor in an attempt to better understand the people who make Wikipedia what it is, and how their potential as a whole can be more fully realized. As the Foundation continues to expand its reach globally, an advanced knowledge of the existing community will increase efficiency as we grow across diverse cultures, as well as help us to retain core editors who keep improving the quality of Wikipedia going forward.

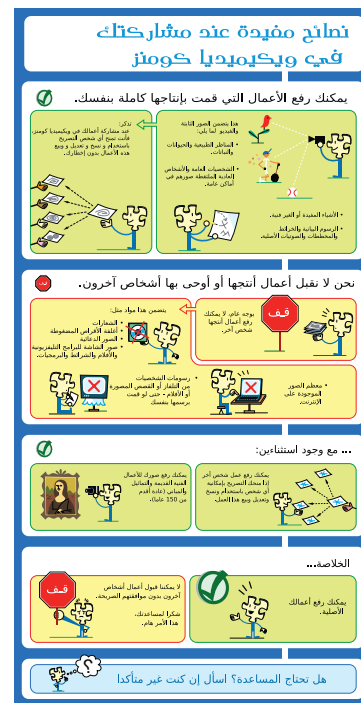
QRpedia

4 Wikipedia partnered with the Derby Museum and Art Gallery in England this year to launch QRpedia, an initiative that brings QR codes to museum walls, linking visitors with exhibit-specific articles on Wikipedia. Volunteers participated in the first-ever Wikipedia Multilingual Challenge to translate relevant articles into as many languages as possible. Museum visitors can point their mobile device to a QR code for an object, and Wikipedia's QR tool, conceived with Roger Bamkin, chair of Wikimedia UK, then uses the language settings of the device to ensure the proper article is displayed. Unveiled in April, QRpedia is already in use at four other museums internationally. At a time when cultural funding is hugely constrained, the creation of a multilingual visitor experience that any museum is welcome to adopt at virtually no cost is an achievement to celebrate.

UploadWizard: A new way to share pictures, sounds and video

5 As an outcome of the “Multimedia Usability Project,” a one-year effort funded by the Ford Foundation to increase multimedia participation on Wikimedia websites, the “UploadWizard” became the default upload tool on Wikimedia Commons. It replaced the earlier complicated upload form by a simple step-by-step process. The software improvement was flanked by the creation of an illustrated licensing tutorial, where a cartoon character explains copyright issues in an accessible way, to help novice users determine if their material can be uploaded and freely shared with the world. To date, the community has translated the tutorial into at least 35 different languages.

Michael Bartalos and Wikimedia Foundation, remixed by Mido and Haytham abulela, CC BY SA 3.0



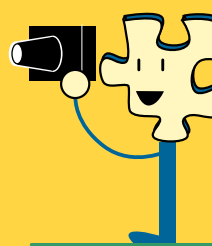
Guillaume Paumier, CC BY SA 3.0

“Encyclopedia of Life: A Wikipedia Sampler,” is a print version capturing our ongoing collaboration with leading scientists to document life on earth.



Victorgrigas, CC BY SA 3.0

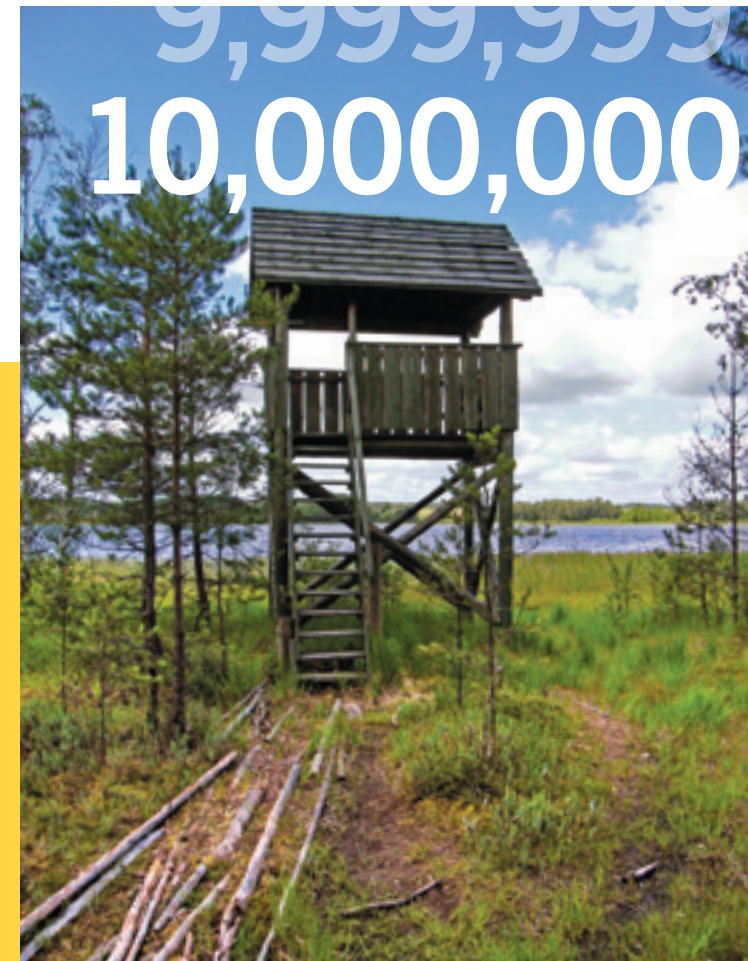
4 QR codes are used to direct Derby Museum visitors to relevant Wikipedia articles.



“Puzzly” provides a simple visualization that educates users about which kinds of content are suitable for uploading to Wikimedia Commons.



Michael Bartalos and Wikimedia Foundation, CC BY SA 3.0



The landmark 10,000,000th file uploaded to Wikimedia Commons was user Leinad's photograph of a waterfowl observation platform near Lipno Lake in Poland's Wdzydze Landscape Park.

WikiLove Rollout

6 A survey among Wikipedia editors revealed that 70 percent are motivated by receiving barnstars or other virtual rewards from the community for their work. In June, the Foundation unveiled the “WikiLove” feature. Designed to provide contributors with an easier way to bestow personalized virtual gifts upon one another in recognition of a job well done, user pages now play host to kittens, beer steins, and other images crafted by grateful editors. No matter the size of the contribution, editing Wikipedia should not be viewed by anyone as a thankless hobby. And now that there's an easier way to share the love, we aim to continue perfecting methods of ensuring all users know they're appreciated.



Summer of Research

7 Beginning in June and spanning three intense months, this year's first-ever Summer of Research welcomed eight academics from around the world to Wikimedia's San Francisco offices. Intended to spark an interdisciplinary examination of both Wikipedia communities and the online influences that either help or hinder collaboration, the researchers were selected primarily based upon previous commitments to studying Wikipedia topics. Of the eight, six were pursuing PhDs in fields ranging from computer science to social interaction on collaborative online environments. Timely, ambitious discussion and walls of intricately linked sticky notes began attempting answers to questions revolving around editor retention, editing policy, and community size.

Wikimedians as officially accredited photographers

8 The world's increasing recognition of Wikimedians as its storytellers becomes visible in the numerous events where they are officially accredited as photographers or reporters. When the wedding of Victoria, Crown Princess of Sweden, and Daniel Westling drew half a million visitors to Stockholm last year, two Wikimedians were among the media representatives that were granted special access to cover the event. With help from the Swedish and German Wikimedia chapters, they had obtained official accreditation from the Swedish foreign ministry, showing the Swedish government's awareness of the importance of free information. Apart from the royal family, the event presented opportunities for portraying the guests of honor, who numbered more than a thousand. Among the many other events where Wikimedians have been granted official accreditation are an international football match between Portugal and Argentina, the Prix de Lausanne ballet competition, and the 2011 G8 summit.



<http://wiki.in2pic.com>, CC BY SA 3.0

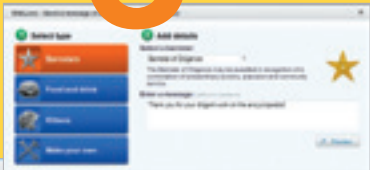
Cultural partnerships take off

9 More and more galleries, libraries, archives and museums (GLAMs) are partnering with Wikimedia to increase the reach of their collections. Many are uploading images and other media to Wikimedia Commons, thereby making them available for the whole world to use and enabling them to be employed as illustrations for Wikipedia articles. They are also providing Wikimedians with special access to their collections and to the expertise of their curators.

Many GLAMs are opening their doors to “Wikipedians in Residence.” Pioneered at the British Museum in 2010, this collaboration model has Wikimedia volunteers working in-house at a cultural institution, improving content in collaboration with staff and the Wikimedia community, organizing “backstage pass” or “editathon” events for Wikipedians, and generally laying the foundation for a lasting partnership. Among the GLAMs with Wikipedians in Residence are The Children’s Museum of Indianapolis, the Château de Versailles, the Museu Picasso, the Archives of American Art, the U.S. National Archives, the Museum of Modern Art (MoMA), and the Derby Art Gallery and Museum.

6

WikiLove is a cookie, or a cappuccino, or a skewer of meat — whatever image warmly sends the message of “job well done” from one volunteer to another.



Ludovic Péron, CC BY SA 3.0

Brianmc, derived logo



WIKINews ACCREDITED REPORTER

As Wikipedia's reputation grows internationally, the movement's accredited photographers are gaining front-line access to a broad variety of significant events, from the Swedish royal wedding to a Lady Gaga performance.



Janwikifoto, CC BY SA 3.0

7

Eight researchers spent the summer digging up illuminating insights into the nature of Wikipedia's collaborative online environment.



Victorgrigas, CC BY SA 3.0

8



Holger Motzkau, CC BY SA 3.0

Trizek, CC BY SA 3.0

9



Coyau, CC BY SA 3.0

Among the image collections of cultural icons are over 1,000 photos of the Château de Versailles.

Gdansk welcomes Wikimania

Wikimedians converge in the birthplace of Solidarnosc

The sixth annual Wikimania, the global conference of Wikimedians, took place in the Baltic Philharmonic in Gdansk. Poland succeeded Argentina and Egypt, the hosting countries in the previous two years. During three days, Wikimedians got together to celebrate the free knowledge movement, to meet their collaborators in their year-round online work on Wikipedia and its sister projects, and to share insights informing the continuing evolution of the projects. Foundation travel scholarships enabled Wikimedians from 39 countries to participate.

On the conference T-shirts, the motto “Free Knowledge in the City of Freedom” tied Wikimedia values to the history of Gdansk, where the Solidarnosc movement had defied communist rulers in the 1980s — led by Lech Walesa, who sent his greetings to Wikimania attendees, noting that he was a frequent user of Wikipedia.

Nobel Peace Prize Winner and former President of Poland, Lech Walesa, a frequent Wikipedia user, sent his greetings to this year's Wikimania gathering.



MEDEF, CC BY SA 2.0



Lukasz Golowanow, CC BY SA 3.0

The Polish Baltic F. Chopin Philharmonic in Gdansk was founded in 1945 as the Gdansk Symphony Orchestra. Its building on the Ołowianka island hosted Wikimania 2010.

Lukasz Golowanow, CC BY 3.0



Ralf Roletschek (fahrradmoteur.de), CC BY SA 3.0



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Wikimania provides an annual venue for community leaders, tech enthusiasts, and free-knowledge supporters to celebrate and deepen their collaborative spirit.

Ralf Roletschek (fahrradmoteur.de), CC BY SA 3.0



Michał Stupczewski (www.slupczewski.pl), CC BY SA 3.0

governance and chapters

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Sue Gardner

Wikimedia chapters

During 2010–11, Wikimedia’s network of volunteer-driven international chapters grew from 30 to 35. Wikimedia’s chapters, which are independent from the Wikimedia Foundation, are made up of local members and directors, and in some cases employees. They focus on region-specific work. Typically, that work includes building awareness of Wikimedia projects, handling media inquiries, staging public outreach events, and forming partnerships with local educational and cultural organizations.

Chapters as of November 2011

- AR Wikimedia Argentina
- AT Wikimedia Österreich (Austria)
- AU Wikimedia Australia
- BD Wikimedia Bangladesh
- CA Wikimedia Canada
- CH Wikimedia CH (Switzerland)
- CL Wikimedia Chile
- CZ Wikimedia Česká republika (Czech Republic)
- DE Wikimedia Deutschland (Germany)
- DK Wikimedia Danmark (Denmark)
- EE Wikimedia Eesti (Estonia)
- ES Wikimedia España (Spain)
- FI Wikimedia Suomi (Finland)
- FR Wikimédia France
- GB Wikimedia UK (United Kingdom)
- HK 香港維基媒體協會 (Hong Kong)
- HU Wikimédia Magyarorszá (Hungary)
- ID Wikimedia Indonesia
- IL ויקימדיה-ישראל, ויקימדיה ישראל (Israel)
- IN Wikimedia India
- IT Wikimedia Italia (Italy)
- MK Викимедија Македонија (Macedonia)
- MO Wikimedia Macau
- MX Wikimedia México
- NL Wikimedia Nederland (Netherlands)
- NO Wikimedia Norge (Norway)
- PH Wikimedia Philippines
- PL Wikimedia Polska (Poland)
- PT Wikimedia Portugal
- RS Викимедија Србије (Serbia)
- RU Викимедиа РУ (Russia)
- SE Wikimedia Sverige (Sweden)
- TW 中華民國維基媒體協會 (Taiwan)
- UA Бікімедія Україна (Ukraine)
- US DC Wikimedia District of Columbia
- US NYC Wikimedia New York City
- VE Wikimedia Venezuela
- ZA Wikimedia South Africa

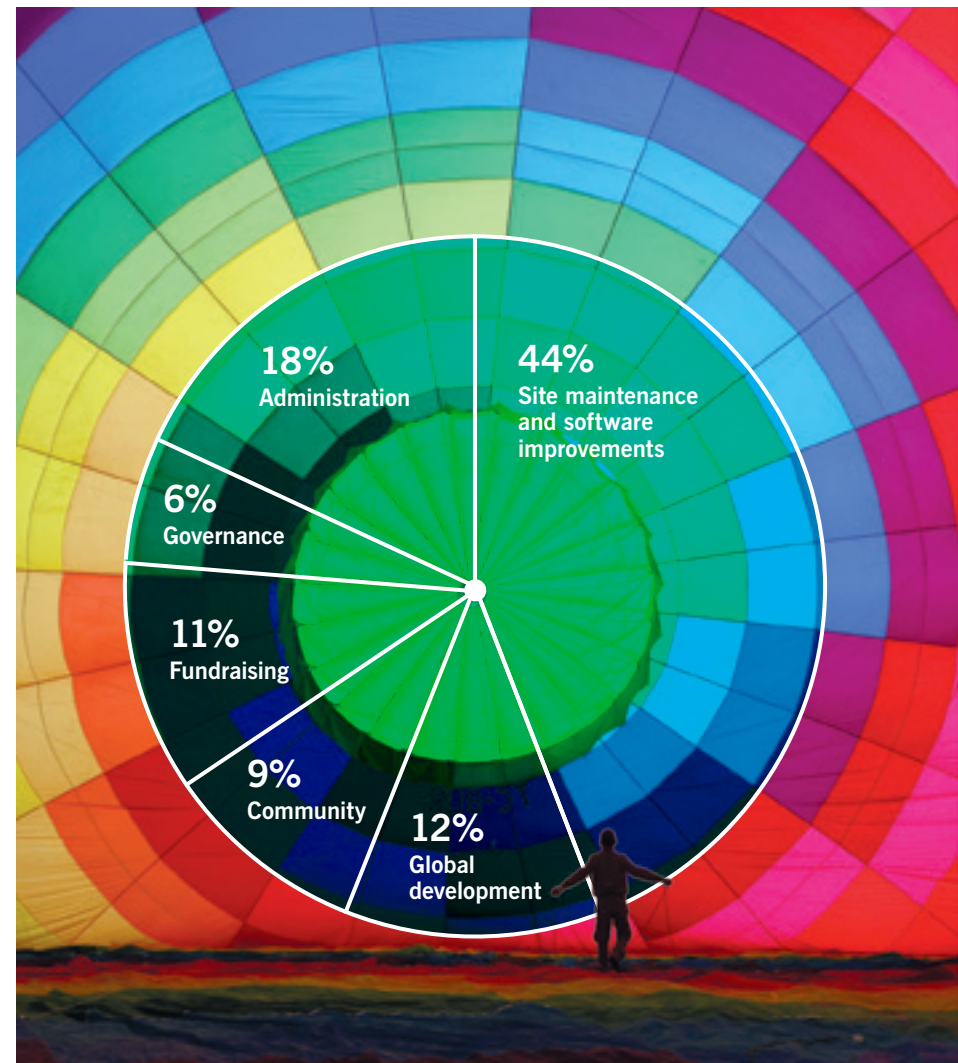
financials

where the money goes

The Wikimedia Foundation continues to enjoy a stable base of revenue, stemming largely from its annual community giving campaign. In 2010–11, we doubled the number of small donors to over 500,000 individuals from all over the world.

Now in the second year of our five-year strategic plan, we are hiring new staff members, increasing the capacity of our server network to deliver Wikipedia and our other projects to the world, and intensifying our efforts to expand the reach of our projects in the Global South through on-the-ground initiatives.

Benh LIEU SONG, CC BY SA 3.0



44% Maintaining our site and improving our software

Operations and engineering, purchasing servers, maintaining and improving our data center, internet hosting, and software development and product engineering.

\$8,869,675

12% Expanding our global reach

Improving access to Wikipedia on mobile devices in the Global South, public and education outreach, support and grants for our global chapters.

\$2,388,698

9% Direct support to our volunteer community

Researching community activity trends, increasing editor retention and recruitment, improving new technologies to help project editors.

\$1,889,084

11% Fundraising

Planning and development of our annual giving campaign, global payment collection fees (including Paypal and other fees).

\$2,142,217

6% Board of Trustees administration and special projects

Travel and professional development for our governing Board, as well as special research projects and initiatives to support the Wikimedia community.

\$1,172,654

18% Administration

Benefits and related administration costs for Foundation staff, capital expenses, leases, training, travel, and other costs.

\$3,636,236

Total cash expenditures, including all capital purchases.

\$20,098,564

The Wikimedia Foundation's 2010–11 fiscal year took place from July 1, 2010 to June 30, 2011. Throughout this report all financial data is reported in U.S. dollars unless otherwise noted.

statement of activities

(in thousands of dollars)

Support and revenue		
Contributions	\$	23,020
Restricted contributions		666
In-kind service revenue		350
Investment income, net		37
Other income, net		712
Total revenue	\$	24,785
Expenses		
Salaries and wages	\$	7,312
Awards and grants		471
Internet hosting		1,800
In-kind service expenses		350
Operating expenses		5,761
Travel		1,159
Depreciation and amortization		1,001
Other expenses, including special events		36
Total expenses	\$	17,890
Increase in net assets	\$	6,895

balance sheet

(in thousands of dollars)

Assets		
Cash and cash equivalents	\$	12,026
Contributions receivable		1,000
Accounts receivable		695
Investments		5,849
Prepaid expenses and other current assets		1,215
Total current assets		20,785
Property, plant, and equipment		3,402
Noncurrent portion of contributions receivable		1,979
Total assets	\$	26,166
Liabilities		
Accounts payable and accrued expenses	\$	1,431
Deferred revenue		375
Other liabilities		168
Total liabilities	\$	1,974
Net Assets		
Unrestricted net assets	\$	20,772
Temporarily restricted net assets		3,420
Total net assets	\$	24,192
Total liabilities and net assets	\$	26,166

who supports us

573,568

Number of individual donors in 2010–11

261,339

Number of individual donors in 2009–10

219%

Increase in total number of funding sources

\$40.10

Average donation for 2010–11

The Wikimedia Foundation is a four-star rated charity according to Charity Navigator, America's premier independent charity evaluator.



Google	31,350 employees	1.05 billion unique visitors
Microsoft	92,000 employees	900 million unique visitors
Facebook	3,000 employees	752 million unique visitors
Yahoo	13,600 employees	686 million unique visitors
Wikimedia	80 employees	423 million unique visitors

contributors

\$1 million +	Ilja Pljusnin	\$1,000 – \$4,999	Bill McCune	David S. Starr	George T. Anagnost	Jennifer Lazuka	Kristine M. Lung	Michael Matera	The PMJJ Harmon	Shamsa N.	William Foster
Alfred P. Sloan Foundation	J. Willis Jarvis	Aaia Nugent	Boris Kontsevoi	Derrick Strickland	Gerald Jay Sussman	Jesse Ausubel	Kuang-Hsiang Lin	Michael Pryor	Foundation	Shon Harris	William K. Rohwedder
Stanton Foundation	Jeff Hartline	Aase Lindahl	Brad Wilson	The Dillon Fund	Graeme Birchall	The Jewish Community	Kurt Ackermann	Michael Swart	The Pond Family	Sid Harth	William Lynch
Anonymous	Jeffrey Dauber	Abdul Bin laden	Bradford Sherburne	Dimitrios Staikos	The Graham Weston Gift	Endowment Fund	L. David Mirkin, M.D.	Michael Terry	Foundation Trust	Sienna Deano	William Wenheim
\$100,000 – \$999,999	Jeffrey Weber	Abdulla Al-Thani	Brandon Kopetzky	Dirk Pranke	Fund	Jim Hobart	Lars Markhus	Michael Totten	Pooja P. Rutberg	The Skinner Fund	The Windmill Foundation
The Brin Wojcicki	Jeremy Coller	Abdulmajeed Alshatti	Brian Burnim	Djordje Jankovic	The Grainger Matching	Jimmy Janacek	Lars Petter Mathiassen	Mikhail Degtiarev	Pradeep Sindhu	The Snyder White Oaks	Xie Wu
Foundation	John Baldridge	The Academy Place	Brian McInnis	Dmitry Sagalovskiy	Gifts Program	Joan Sherman	Las Vegas Hotels	Mikhail Seregine	R. G. Geisler	Foundation of Delaware	The Yahoo! Matching Gifts
David and Jamie	John Doerr	Foundation	Brian Potter	Domas Mituzas	Graphics Press, LLC	Jochen Titus	Laurel Touby	The Million Children	Raghavan Srinivasan	Sohei Machida	Program
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Thompson Foundation	Family Fund	Akash Jain	Burada Iulian	Doug Jaffe	Heather Bendler	John O'Connor	Leonard Ferrera	Nadir Godrej	Foundation	Steve Kass	Anonymous (5)
\$25,000 – \$99,999	Laurent Drion	Alan Dunn	Burt Cutler	The Douglas B. Marshall,	The Highland Vineyard	John Powell	Linda L. Slakey	Nancy Cornelius	Rebecca Reynolds	Steven B. Schlossstein	Gifts in-kind
The Craigslist Charitable	Leon David Michaud	Alan Gorenberg	The Caithness Foundation	Jr. Family Foundation	Foundation	John Rowley	Linda Lee	National Philanthropic	Reuben E. Last	Steven VanRoekel	Cisco
Fund	Liam Connell	Alan Weiner	Carla Flournoy	Douglas Durst	Hiromasa Nagase	John Stanford, Jr.	Linda Weitz	Trust	Richard Kandarian	Stuart Cheshire	comScore
John N. Caulkins	The Madan Family Gift	Albert James Hudspeth	Caroline Hu	Douglas Ferguson	Holger Madsen	Jonathan Tobert	Lisa Tung	The Neal and Elizabeth	Richard Saada	Sudhir Sadalge	Electronic Frontier
The Google Matching Gifts	Fund	Albert Shahugian	Catherine L. Leung	Drew Perkins	The Houser Foundation	Jordan Hare	Lone Pine Capital, LLC	Weber Fund	Richard Yonash	Susan Borden	Foundation
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The Kaphan Foundation	Marco Teubner	Alex Hsu	Charles Gibbs	Dustin Frazier	The HP Company	Josef Frick	The Louie-Marsh Family	Robert Ashcroft	Robert Capps	Swiftrank Pte Ltd	Exbrook Design
The Shor Family	Margo Seltzer and Keith	Alex Poon	Charles Smith-Dewey	Dylan Parker	Foundation Matching	Joseph Brandt	Fund	Robert Ashcroft	Robert Capps	Tahir Gozel	Kennisnet Amsterdam
Foundation	Bostic	Alexander Polsky	The Chevron Humankind	Earl Hemphill	Gifts Program	Joseph Sokal	Luis Norberto Pascoal	Robert Kaplan	Robert M. Chin	Takashi Kousaka	Leaseweb
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Anonymous (4)	Gifts Program	Alistair Woodman	Christopher Jannuzzi	Kimmelman Family	Ian Brown	Juergen Wagentrotz	Manisha Kher	Robert Thomas	Robert W. Roper	Tetsuya Isozaki	TeliaSonera International
\$5,000 – \$24,999	Milonja Bjelic	Allan Stephan	Christopher J. Lingle	Foundation, Inc.	Iqbal Shamsul	Jules Bernstein and Linda	Marc Forand	Robert W. Roper	Rohan Murty	Thai Tan Nguyen	Carrier
Andras Konya, Jr.	Neil Riordan	The Amont Foundation,	Christopher Turner	Elecia White	Irene and Richard Van	Lipsett	Marc Heinz	The Oracle Corporation	Rory O'Connor	Thomas Salander	WatchMouse
Annette J. Campbell-White	The Nora Roberts	Inc.	Chuck Silvers	Elisabeth Bylund	Slyke	Julie Johnson	Marc Labelle	Matching Gifts Program	Rory O'Connor	Tilman Reinhardt	Wilson, Sonsini, Goodrich,
The Apple Pickers	Foundation	Andrew Hillstrom	Claude Blackburn	Emil Biendara	J. Michael Miller	Julien Basch	Marcello Cattaneo Adorno	ORX	Rosanne Cerello	Timothy Mott	& Rosati
Foundation	Paul Spraos	Andrew Kraft	The Coleman Foundation	Emmanuel Balseca	Jacob Albrecht	Kanghao Lu	Margaret Raymond	Patrick Condon	Roy H. Jablonka	Timothy Robinson	Wikimedia Chapters
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Goldstein Family	Purnendu Ojha	Anna Scott	Cynthia Boyd	Eric Stokes	James Cogbill, Jr.	Karine Joly	Marilyn Simons	Paul Harvey	Foundation	Torunn Birkeland	Wikimedia Austria
Foundation	Ron Unz	Anna Wodynski	Dalibor Antonic	Eric Yao	James Mason	Katharine Brigham	Marius Bakken	Paul von Kuster	Rutherford Gong	Tradebot Ventures, Inc.	Wikimedia Austria
Armen Avanesians	Ruslan Panasovskiy	Anup Mantri	Dave McComb	Erich Hoop	James McClave	Katherine Erickson	Mark Feldberg	Paul Wilmes	Ryusuke Koyama	Tuula Simell	Wikimedia Germany
The Boris and Inara Terev	The Ruth and David Levine	Arthur Hunter	David Agraz	Ethel W. Moore	James O'Shaughnessy	Keah Yong Heng	Mark Heising and Elizabeth	Pavel Kostenko	Sadao Milberg	The Vadasz Family Fund	Wikimedia France
Foundation	Charitable Fund	Aspera, Inc.	David Brauer	Florin Miron	James Ward	Keith Tyson	Simons	Pavel Kostenko	Samuel Klein, Jr.	Vadim Asadov	Wikimedia Hungary
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Craig Hatkoff	Shvat Shaked	Communications Inc.	David Dacus	Frank Rothacker	Jay Flatland	Kevin Cheng	Masazumi Miyagawa	Peter J. Enyeart	Sathien Tejapabul	Vinay Jain	Wikimedia United Kingdom
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Program	Stephen B. Ippolito	Bernhard Friess	The David L. and Marilyn	Gavin Moodie	Jeffrey Lamkin	Kimberly Mayfield	Michael Hodnett	Foundation	WIG Company	WIG Company	
	Susan Petersmeyer	Betty Gerlack	S. Wenner Fund	The Geisel Family	Jeffrey Lamkin	Jelly Vision Inc.	Michael J. Fine	Philip Mateescu	Wilford Reynolds	Wilford Reynolds	
	Tripling Elephants	BiblioLabs, LLC	David Peltz	Foundation	Jennifer King	Jennifer King	Michael Marcus	Philip Perlman	Seattle Foundation	William B. Edwards	

The Wikimedia Foundation benefits from its unique global community of volunteer editors and financial contributors. We thrive due to the vital support we receive from this community, which in 2010–11 made over 155 million edits and over 500,000 financial contributions. Going forward, we intend to continue to serve this worldwide community with every resource at our command.

projects



The Wikimedia Foundation operates 11 free knowledge projects managed and built by a community of over 100,000 active volunteers.



Wikipedia®
Free encyclopedia

The free encyclopedia containing more than 20.6 million articles in 282 languages. The most comprehensive and widely used reference work humans have ever compiled. 100,000 active volunteers contribute new content every month.



Wikimedia Commons™
Shared media repository

A repository of almost 13 million freely usable images, sound and video files, serving both Wikimedia's projects and countless other educational and informational needs.



MediaWiki®
Open-source wiki software

The leading open-source wiki software on the Internet which acts as the backbone for all of the Wikimedia Foundation's wikis and thousands of other wiki communities.



Wikispecies™
Dictionary of species



Meta-Wiki™
Project coordination



Wikibooks™
Free textbooks and manuals



Wikiversity™
Free learning tools



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Dictionary and thesaurus



Wikiquote™
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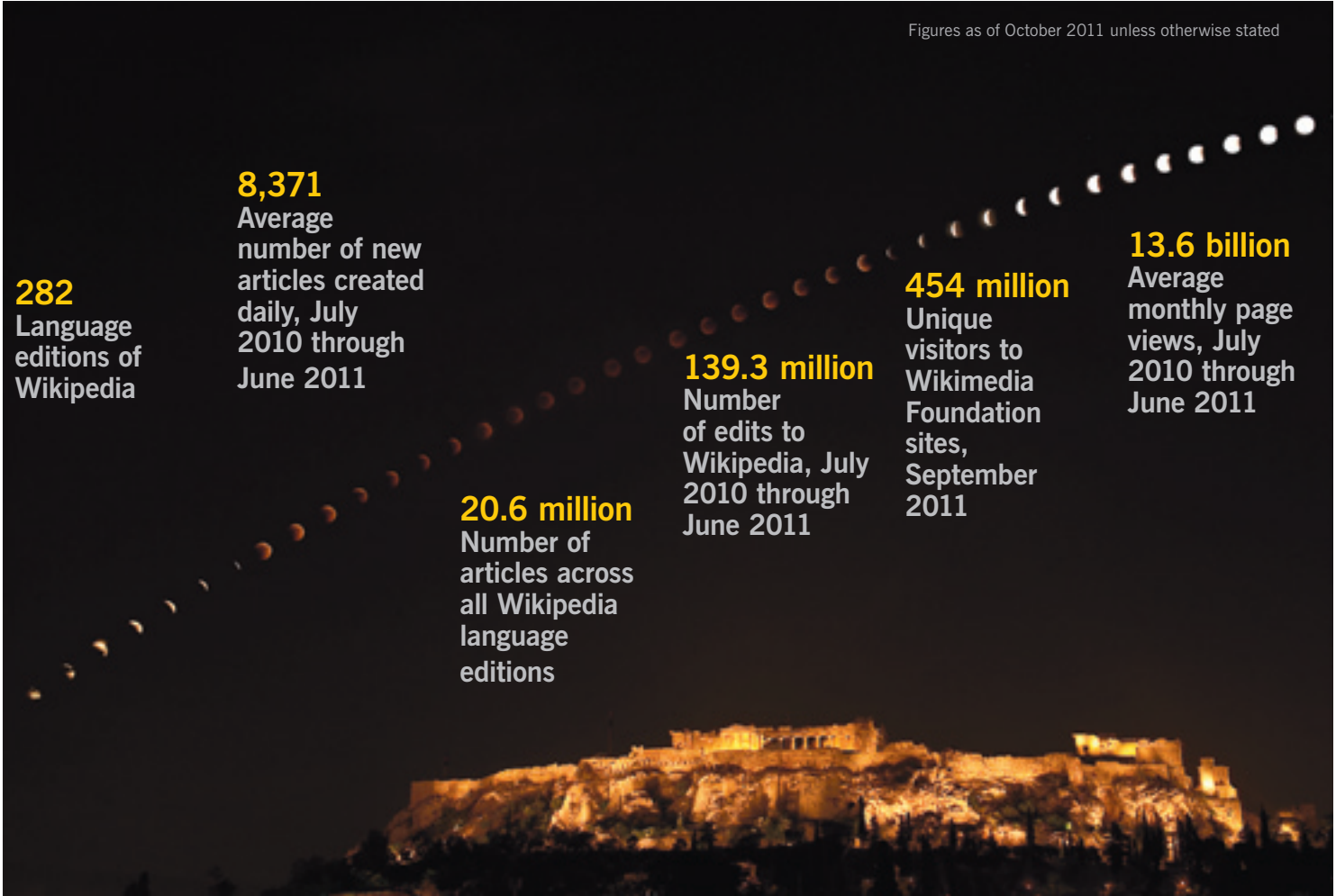
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Strategic priorities

- > Stabilize infrastructure
- > Increase participation
- > Improve quality
- > Increase reach
- > Encourage innovation

Wikimedia Foundation targets for 2015

- > **Increase** the total number of people served to 1 billion
- > **Increase** the number of Wikipedia articles we offer to 50 million
- > **Ensure** information is high quality by increasing the percentage of material reviewed to be of high or very high quality by 25 percent
- > **Encourage** readers to become contributors by increasing the number of total editors per month who made >5 edits to 200,000
- > **Support** healthy diversity in the editing community by doubling the percentage of female editors to 25 percent and increase the percentage of Global South editors to 37 percent

Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge.

front cover

The Gypsy Girl mosaic fragment from the Zeugma Mosaic Museum in Gaziantep, Turkey, is an example of the global effort to capture images of important cultural artifacts and make them available to all on Wikipedia. This fragment, made up of many small pieces, also can be seen as symbolic of the collaborative storytelling method used by hundreds of thousands of Wikimedian volunteers to document the "sum of all human knowledge."

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