



Wikimedia
Foundation

Wikimedia Foundation
2012–13 Annual Report

Ten years of sharing and learning

In 2013 the Wikimedia Foundation celebrated a decade of supporting Wikipedia, its sister projects, and a global community of tens of thousands of volunteer contributors. The free knowledge contributed by our community is accessed by over half a billion readers every month, in more than 280 languages. It takes a movement to make something this extraordinary happen. To celebrate our tenth year, we wanted to share some of the passionate voices of the people who make it happen.

Your support

The Wikimedia Foundation is supported the same way Wikipedia is written: with millions of contributions. That keeps us independent and able to deliver what readers need and want from Wikipedia. Which is exactly as it should be.

Financial contributions in 2012–13:
More than two million people donated the equivalent of more than \$50 million US dollars in over 82 currencies.

Volunteer contributions in 2012–13:
Individual contributors made 160.2 million edits, added 4.9 million Wikipedia articles, and uploaded 4.3 million images, audio files and video files.

Total expenditures in 2012–13
\$35.7 million, USD

This position is perfect for me. It combines my academic passion for history, archives, open source advocacy and technology. I see my role as a facilitator, helping to bridge the gap between those who have the content and those who have the technical skills to make that information accessible to the whole world.

— Michael Barera, Wikipedian in Residence

In January 2013, Michael Barera was appointed the first-ever Wikipedian in Residence at the Gerald R. Ford Presidential Library & Museum in Ann Arbor, Michigan. Since 2010 more than 50 residences have been created at galleries, libraries, and museums around the world.



Ultimately, the Wikimedia Foundation represents a path-breaking example of what an NGO can achieve in the Internet era. Working with relatively meagre resources and committed to a funding model based on mass private donations as opposed to large institutional grants, the organization continues, through an innovative application of new technologies, to have a deep and abiding impact on the lives of millions around the world.

— Global Journal, January 2013

In late 2012 Global Journal placed the Wikimedia Foundation as the number two NGO in the world, in the company of exceptional nonprofits and NGOs. The Foundation ranked number one in 2011. This is the second year the Journal has published the ranking.



I've always wanted to learn more about my family's roots, but it's tough. If you look at the map or ask the United Nations, my country doesn't exist. Somaliland isn't recognized by many international bodies.

But when you read about Somaliland on Wikipedia, it's so amazing and detailed. I feel I'm represented. I can study history, politics, geography, even folktales and myths. I learned so much about my own community, just from reading Wikipedia.

— Amina, donor, Nairobi



It is the goal of Wikidata to collect the world's complex knowledge in a structured manner so that anybody can benefit from it. Whether that's readers of Wikipedia who are able to be up to date about certain facts or engineers who can use this data to create new products that improve the way we access knowledge.

— Denny Vrandečić, Wikidata Project Director, Wikimedia Deutschland

Launched in 2013, Wikidata is the Wikimedia community's effort to create an open, free, and massive database of any form of cataloged, digital information. The project will have a profound impact on how Wikipedia and its sister projects organize and share information across languages and topic areas.



This assignment is very good and more suitable to our time, because our generation doesn't use papers like a more traditional assignment. My knowledge is published for all the world.

— Walaa, student, Giza, Egypt

The global education team oversees the Foundation's fast-growing Wikipedia Education Program, a global initiative aimed at incorporating Wikipedia editing directly into academic curricula.



I saw that somebody tagged me on a picture on Facebook, so I said well maybe it's a picture from the conference. And it was a picture of a newspaper, a New York Times newspaper, that had my pictures on the page.

I started thinking...well, if I didn't use Creative Commons licenses, or if I didn't release the pictures for the public domain, my pictures wouldn't have been published in one of the most important newspapers in the whole world. I think that was a life-changing experience for me.

— Juan Ignacio Iglesias, Programmer, Argentina



Almost everybody who contributes to Wikipedia does so completely for free. No one makes money on Wikipedia's millions of articles and images. And yet, it works. Wikipedia keeps growing, and it keeps getting better.

Wikipedia editors are people of every age and every walk of life: businessmen, artists, housewives, students. They come from all over the world. They share one thing in common: they love learning, and they love sharing what they've learned.

— Geron, Writer and translator, Germany



Wikipedia is a very useful website especially for us students. For me as an individual it has helped me a lot for my school assignments, projects, research and many more that I can go further and make mention of. Honestly speaking, my marks at school have increased from good to excellent because of Wikipedia. This is the exact reason me and my fellow classmates wrote a letter of plea that would allow free access to Wikipedia.

With the help from Wikipedia, great change could be seen in the world as a whole.

— Sinako, learner at Sinenjongo High School, Joe Slovo Park, Cape Town, South Africa

Wikipedia Zero aims to make our projects' free knowledge accessible at no cost to hundreds of millions of mobile phone users, particularly in the Global South. Partnering with over 23 mobile carriers, the program provides Wikipedia access to over 280 million mobile customers in Africa, the Middle East, and Asia.



Consistent with the DNA of Wikipedia, it is critical to employ imagery and symbols that are sensitive to many cultures, while conveying complex concepts, some of which might be uncommon to the rest of the Web 2.0 world.

— Vibha Bamba, Interaction Designer, Wikimedia Foundation



On Wikipedia, you've got to present a balanced view in your article. You can't be biased, and you can only use reliable sources. Wikipedia helps people get to the truth of things.

I can appreciate this. I'm a father, and a grandfather. I hope Wikipedia will give my children and grandchildren a chance to use what they've learned, and to make this world a better one.

— Tony "Tony the marine" Santiago, retired U.S. Marine Corps, Arizona, United States



Anyone with a computer can edit, but with over 15 percent of our users accessing Wikipedia on mobile devices and growing, the Wikimedia Foundation had to do more to let anyone with Internet access contribute to the sum of all human knowledge. For this reason, we've just released a new feature: editing for mobile.

— Juliusz Gonera, Software Engineer, Wikimedia Foundation

With the continuous rise of mobile access as a primary means of accessing the Internet, the Foundation's software developers have made strides in bringing the core Wikipedia contributing functions to mobile platforms. In 2013 the Foundation debuted mobile Wikipedia editing and photo uploading, with more functions in development.



If you follow the news, you probably remember reading about the Arab spring. For young people like me and my friends, it was the beginning of a new era. As momentous events happened, we were obsessed with the news, following up second by second. We were checking our phones, Facebook, Twitter.

And I was writing on Wikipedia. I love Wikipedia because it's impartial; it's the best source for up-to-date information from a neutral point of view. I looked at CNN, Al Jazeera and the BBC, searching for the most reliable sources. Then I added updates in real time.

— Ravan Jaafar Altaie, Telecom Engineer, Iraq



If only my grandfather could have seen Wikipedia, he would have loved it. He considered the center of the world to be our little village in northern Italy, Esino Lario. And after the second world war, he started collecting Esino's local history — documents and archives dating all the way back to the 14th century, even some incredible photos of the mountains nearby and the whole Lake Como area.

Today, I'm carrying on his life work and his passion for recording local history and heritage. The difference is I have a tool my grandfather did not — Wikipedia.

— Lolanda, Scientific Director and Curator, Milan, Italy



It's important to have women participate in MediaWiki, Wikipedia, and open source projects in general because their perspectives are important — and not just women, but men and women of color as well. The absence of these perspectives affects the type of articles that get deleted, promoted, and even created.

— Valerie Juarez, bug wrangler in-training, Wikimedia Foundation, FLOSS Outreach Program for Women

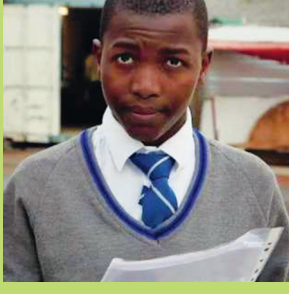


One of the most stimulating aspects of this entire experience is the chance to help people convert knowledge into images that make that knowledge more comprehensible, and then to ensure the accessibility of those images by making them freely available.

— David Gómez Fontanills, Wikimedian, Barcelona, Spain

In a world filled with half-hearted tweets, self-serving status updates and a painfully pessimistic news media — Wikipedia is a refreshingly selfless take on something we all take for granted.

— Chelsea, donor, Ohio, United States



I am a 17 year-old boy staying with a single mother, sister and a brother not forgetting my cousin and her child. We stay in a small shack with no one working, surviving with only R1100 (\$100 USD) supporting grant in each and every month. When I pass my grade 12 I want to do BSc Degree in Geology and work here in South Africa. Wikipedia can be very useful to me in such a way that when I am doing my assignments and projects I just go to Wikipedia and it provides every information I need. Every term my marks are improving because of the information that I get on Wikipedia.

— Lutho, learner at Sinenjongo High School, Joe Slovo Park, Cape Town, South Africa

The learners of Sinenjongo High School from Joe Slovo Park, South Africa sent a letter to the region's mobile carriers to urge them to make Wikipedia freely accessible via mobile phones. The letter has kicked off an online movement to increase the visibility and growth of Wikipedia Zero throughout Africa.



The purpose of the Wikivoyage Association is to promote education and knowledge of all countries and regions in the world, as well as understanding among nations. We're very excited about the launch of Wikivoyage as a Wikimedia project, and about the future role of the Association in supporting the Wikivoyage community through its programs.

— Stefan Fussan, Chairman of the board, Wikivoyage Association

The Foundation's newest project, Wikivoyage, set sail in 2013, bringing a thriving community of free knowledge travel writers to the Wikimedia community. Also supported by the Wikivoyage Association, Wikivoyage's mission is to build a free, multilingual and worldwide travel guide that anyone can edit.



Connecting people and ideas is a critical component for many projects, and grantees recognize that community engagement and active collaboration is key for a project's success.

— Siko Bouterse, Head of Individual Engagement Grants, Wikimedia Foundation

In 2012–13 the Foundation created a new program team focused on making grants to individuals, groups and organizations working on building community and growing content on Wikimedia projects, as well as related open knowledge projects.



Freedom of speech and access to information are core Wikimedia values. These values can be compromised by surveillance: editors and readers understandably are less willing to write and inform themselves as honestly and freely. Put simply, "rights of privacy are necessary for intellectual freedom."

— Geoff Brigham, General Counsel, Wikimedia Foundation

In June 2013 the Foundation reaffirmed its commitment to protecting the privacy of its users in the midst of allegations that the Internet's largest companies were compelled to collaborate with the PRISM program of the U.S. Government's National Security Agency. The Foundation has never collaborated to share private information under these programs, and in response to the issue launched a consultation with the Wikimedia community to hear views and feedback on the issue.

Wikimedia Foundation 2012–13 Annual Report

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



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Ten years of free knowledge and free thinking

Wikipedia was founded in 2001, and by 2003 was beginning to flourish. The editing community had grown to almost 4,000 people who had already produced more than 234,000 articles in several dozen languages. Wikipedia was still quite small, but off to a solid start.

That's when, ten years ago, Jimmy Wales founded the Wikimedia Foundation. Wikipedia's bandwidth and server costs were beginning to outstrip his ability to pay for them, and it was clear that the project was going to be popular and successful. And so Jimmy created the Wikimedia Foundation with the goal of providing technological, legal, fundraising and administrative support for Wikipedia and its sister projects. Since then the support provided by the Wikimedia Foundation has enabled Wikipedia to develop into a trusted and much-beloved cultural institution and the biggest and most-used repository of knowledge that the world has ever known.

If you're reading this, you're part of that success: thank you.

Since its launch 10 years ago, the Wikimedia Foundation has grown into an organization of just under 200 people— primarily software engineers, product developers and community liaisons. 2012–13 was a great year for us, mainly because it's when we began to roll out VisualEditor, our long-awaited new editing functionality.

If you've ever tried to edit Wikipedia you know there's a bit of a learning curve: historically editors have needed to learn wiki code before they can really start to make a contribution. Syntax isn't necessarily hard to learn, but in 2013 people expect to be able to interact online without needing to think about the tools they're using, and we wanted Wikipedia to meet those expectations.

Hence, VisualEditor! VisualEditor makes editing Wikipedia significantly simpler and faster, and we hope will enable new people to start contributing to Wikipedia who otherwise wouldn't. VisualEditor is rolling out in stages across Wikipedia's 284 language editions, and if it hasn't arrived yet on the edition you use, it will soon.

We encourage you to give it a try. If you see a typo or a small mistake on Wikipedia, please fix it, and if you know anything worth adding, please add it. Some people find editing remarkably satisfying, and we hope you will too.

We're also particularly proud this year of the success of Wikipedia Zero, our project that forms partnerships with mobile carriers giving their customers access to Wikipedia for free on their phones. Due to Wikipedia Zero, today more than 300 million people throughout Africa, Asia and the Middle East have access to Wikipedia from their mobile phones without incurring any data charges. In 2014 we'll add Latin America to that list.

Whether you are an editor or a donor (or both!), on behalf of the half-billion people who read Wikipedia and its sister projects, we thank you for your support. It's been a good year, and we look forward to more and better in 2014.

Sincerely,
Sue Gardner, *Executive Director*
Jan-Bart de Vreede, *Chair, Board of Trustees*



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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.

\$1 million +
Alfred P Sloan Foundation
Stanton Foundation

\$100,000 – \$999,999
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Charina Endowment Fund
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Microsoft Matching Gifts Program
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In memory of Shaynon
MaGe Jordan
Mila Jovovich

The Projects

The Wikimedia Foundation operates 13 free knowledge projects managed and built by a community of over 100,000 active volunteers.



Wikipedia

Free encyclopedia

The free encyclopedia containing more than 30 million articles in 287 languages. The most comprehensive and widely used reference work humans have ever compiled. More than 70,000 active volunteers contribute every month.



Wikimedia Commons

Shared media repository

A repository of almost 20 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.



Wikidata

Free knowledge repository



Wikivoyage

Free worldwide travel guide



Wikispecies

Dictionary of species



Wikibooks

Free textbooks and manuals



Wikinews

Free content news source



Wikiquote

Collection of free quotations



Wiktionary

Dictionary and thesaurus



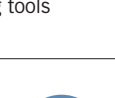
Meta-Wiki

Project coordination



Wikiversity

Free learning tools



Wikisource

Free source documents

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Naga Kataru
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Leslie Kefauver
Manisha Kher & Manoj Padki
Bennett Killmer
Andrew Kimball
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Bill Knight Fund
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Graham Oliver

Financial Performance

Statement of Activities

The Wikimedia Foundation's 2012–13 fiscal year took place from July 1, 2012 to June 30, 2013.
in thousands of US dollars

Support and revenue		
Donations and contributions	\$	44,667
In-kind service revenue		261
Other income, net		414
Investment income, net		17
Release of restrictions on temporarily restricted net assets		3,276
Total revenue		48,635

Expenses		
Salaries and wages		15,984
Awards and grants		2,791
Internet hosting		2,550
In-kind service expenses		261
Other operating expenses		10,017
Travel and conferences		1,395
Depreciation		2,707
Total expenses		35,705

Increase in unrestricted net assets		12,930
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Temporarily restricted net assets		
Contributions		606
Release of restrictions on temporarily restricted net assets		(3,276)
Decrease in temporarily restricted net assets		(2,670)
Increase in net assets	\$	10,260

Balance Sheet

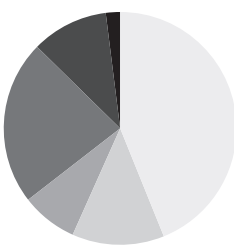
as of June 30, 2013
in thousands of US dollars

Assets		
Cash and cash equivalents	\$	22,172
Current portion of contributions receivable		1,550
Accounts receivable, net		47
Investments		17,579
Prepaid expenses and other current assets		1,391
Total current assets		42,739
Property, plant, and equipment, net		4,912
Nonconcurrent portion of contributions receivable		496
Total assets	\$	48,147

Liabilities		
Accounts payable	\$	1,092
Accrued expenses		1,457
Deferred revenue		37
Other liabilities		372
Total liabilities		2,958

Net assets		
Unrestricted net assets		42,922
Temporarily restricted net assets		2,267
Total net assets		45,189

Total liabilities and net assets	\$	48,147
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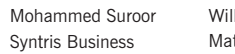


Functional allocation of expenses 2012–2013

Product and engineering	\$	15,668,008
Programs and grantmaking ¹		4,571,662
Grants		2,791,378
General and administrative ²		8,158,421
Fundraising		3,807,160
Management and governance		708,167
Total	\$	35,704,796

- Includes program development, grantmaking, community advocacy, and communications.
- Includes legal, finance, administration, and human resources.

Oracle Corporation
Matching Gifts Program
Jim Pacha
Sarah Paine
In memory of Colin A. Park
Dylan Parker
Gloria Parrish
Philipp Patch
Terrance Paul
John Pendray
Seth Pensack-Rinehart
Lena Pepper
Drew Perkins
Thomas Perkins
Daniel Perlman
John Peters
Bryce and Shonni Peterson
Peterson-Stynes Gift Fund
Pfizer Foundation
Matching Gifts Program
Duane Phillips
In memory of Donald R. Pieper
Joseph Pistrutto
Pittsburgh Foundation
Rahn Pitzer
Casper Plain
Porphyry Road Foundation
Stephen & Diane Post
Prague & Company PC
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Pravin
Robert and Anna Prestezog
In honor of Tom Pretlow
Spencer Pricenash
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Prairie Home Productions LLC
PSW Group
Mark Pucher
Borden Putnam
Eric Pymmonet
Tejas and Taanika
R.B. Ramamurti
Bharadwaj Rangarajan
Satyha Rangaswamy
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Tau Abhari Fund
Tom & Xiaoling Rawson
Raymond Family Foundation
Rear Admiral Garmetools
D.H. Renberg
Dene B. Fisher
Foundation
Eric Rescorla
Reservoir Labs Inc.
Alex Rigopoulos
In memory of our beloved and inquisitive son, Cassidy Ringwald
Clint Roberts
Arnold G. Rogers
Richard Rogers & Rick Teller
Philip Rogers
John Roll
Richard Rooney
Dennis Rossman
James Rowe
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The Wikimedia Foundation is a four-star rated charity according to Charity Navigator, America's premier independent charity evaluator.

In 2013, the Wikimedia Foundation was chosen number two in the "Top 100 Best NGOs" by the Global Village.

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