

**Wikimedia
Foundation
annual report
2010–11
summary**



David Peters, CC BY SA 3.0

November 2011

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.



portraits by
Guillaume Paumier,
CC BY SA 3.0

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

Wikimania 2010

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.



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 SA 3.0



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



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



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



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

governance and chapters

Board of Trustees

Ting Chen, Chair
Jimmy Wales, Founder
Jan-Bart de Vreede, Vice-chair
Phoebe Ayers, Executive Secretary
Stu West, Treasurer
Bishakha Datta
Matt Halprin
Samuel Klein
Arne Klempert
Kat Walsh

Advisory Board

Angela Beesley
Ward Cunningham
Florence Devouard
Melissa Hagemann
Mimi Ito
Mitch Kapor
Veronique Kessler
Neeru Khosla
Teemu Leinonen
Nhlanhla Mabaso
Rebecca MacKinnon
Wayne Mackintosh
Benjamin Mako Hill
Roger McNamee
Domas Mituzas
Trevor Neilson
Craig Newmark
Achal Prabhala
Clay Shirky
Michael Snow
Jing Wang
Jessamyn West
Ethan Zuckerman

Executive Director

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 Magyarországon (Hungary)
ID Wikimedia Indonesia
IL ויקימדיה-ישראל וויקימדיה 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 Вікімедіа Україна (Ukraine)
US DC Wikimedia District of Columbia
US NYC Wikimedia New York City
VE Wikimedia Venezuela
ZA Wikimedia South Africa

contributors

\$1 million +

Alfred P. Sloan Foundation
Stanton Foundation
Anonymus

Ilja Pljusnin
J. Willis Jarvis
Jeff Hartline
Jeffrey Dauber

\$100,000 – \$999,999

The Brin Wojcicki Foundation
David and Jamie Cummings
The Ford Foundation
The William and Flora Hewlett Foundation
Omidyar Network
The James and Angela Thompson Foundation

Jeffrey Weber
Jeremy Collier
John Baldrige
John Doerr
John Little
Kaz Foundation for Social Advancement
Kevin O'Shea
Kevin Shepherd
The King and Linda Won Family Fund
Laurent Drion

\$25,000 – \$99,999

Leon David Michaud
Liam Connell
The Madan Family Gift Fund
John N. Caulkins
The Google Matching Gifts Program
The Kaphan Foundation
The Shor Family Foundation
Two Sigma Investments, LLC
Yardi Systems, Inc.
Anonymous (4)

Leon David Michaud
Liam Connell
The Madan Family Gift Fund
The Marc Haas Foundation
Marco Teubner
Margo Seltzer and Keith Bostic
Mattias Söderhielm
Mehrddad Golabgir
The Microsoft Matching Gifts Program
Milonja Bjelic
Neil Riordan
The Nora Roberts Foundation
Paul Spraos
Peter Macaulay
Purnendu Ojha
Ron Unz
Ruslan Panasovskiy
The Ruth and David Levine Charitable Fund
Sarah Wesley
Sean Lennon
Shabbir Moosabhoy
Shvat Shaked
The Sigrid Rausing Trust
The Skowronski Family Foundation
Srinivasan Krishnan
Stephen B. Ippolito
Susan Petersmeyer
Tripling Elephants
Anonymous (4)

\$5,000 – \$24,999

Andras Konya, Jr.
Annette J. Campbell-White
The Apple Pickers Foundation
The Arlene & Arnold Goldstein Family Foundation
Armen Avanesians
The Boris and Inara Terev Foundation
Brian Kim
Casey DeGroot
Christopher Ruddy
Craig Hatkoff
Djordje Jankovic
Elon Musk
Galip Tomac
Goldman, Sachs, and Company Matching Gifts Program

Alfred Zimmermann
Alisa Oleary
Alistair Woodman
Allan Stephan
The Amont Foundation, Inc.
Andrew Hillstrom
Andrew Kraft
Angela K. Hodge
Anna Scott
Anna Wodynski
Anup Mantri
Arthur Hunter
Aspera, Inc.
Ayco Charitable Foundation
B. S. Ramamurtie
Beauchamp Place Communications Inc.
The Behemoth
The Bell Family Foundation
The Belmonte Foundation
The Ben Williams Fund
Bernard Halim
Bernhard Friess
Betty Gerlack
BiblioLabs, LLC

Alan Gorenberg
Alan Weiner
Albert James Hudspeth
Albert Shahugian
Alex Blavatnik
Alex Hsu
Alex Poon
Alexander Polsky
Alexander Rousmaniere
Alfred Zimmermann
Alisa Oleary
Alistair Woodman
Allan Stephan
The Amont Foundation, Inc.
Andrew Hillstrom
Andrew Kraft
Angela K. Hodge
Anna Scott
Anna Wodynski
Anup Mantri
Arthur Hunter
Aspera, Inc.
Ayco Charitable Foundation
B. S. Ramamurtie
Beauchamp Place Communications Inc.
The Behemoth
The Bell Family Foundation
The Belmonte Foundation
The Ben Williams Fund
Bernard Halim
Bernhard Friess
Betty Gerlack
BiblioLabs, LLC

Bill McCune
Boris Kontsevoi
Brad Wilson
Bradford Sherburne
Brandon Kopetzky
Brian Burnim
Brian McInnis
Brian Potter
Brian White
The Bristol-Myers Squibb Foundation Matching Gifts Program
The Brooks Family Foundation
Burada Iulian
Burt Cutler
The Caithness Foundation
Carla Flournoy
Caroline Hu
Catherine L. Leung
Cedar Street Advisors
Charles Gibbs
Charles Smith-Dewey
The Chevron Humankind Matching Gifts Program
Christine A. Molinaro
Christine Herget
Christopher Jannuzzi
Christopher J. Lingle
Christopher Turner
Chuck Silvers
Claude Blackburn
The Coleman Foundation
The CYLA Charitable Fund
Cynthia Boyd
Dalibor Antonic
Dave McComb
David Agraz
David Brauer
David Bunton
David Bydeley
David Cline
David Dacus
David Fischer
David Harris
David Hitz
David Humm
David K. Donald
The David L. and Marilyn S. Wenner Fund
David Peltz

David S. Starr
Derrick Strickland
The Dillon Fund
Dimitrios Staikos
Dirk Pranke
Djordje Jankovic
Dmitry Sagalovskiy
Domas Mituzas
Don Garrett
Don Husby
Don and Jill Knuth
Don Melton
Donald Jaycox
Doron Daveed Ben-Avi
Doug Jaffe
The Douglas B. Marshall, Jr. Family Foundation
Douglas Durst
Douglas Ferguson
Drew Perkins
The Drexler Estate Fund
Dustin Frazier
Dylan Parker
Earl Hemphill
Eben Moglen
Edna Sugihara
The Elbrun and Peter Kimmelman Family Foundation, Inc.
Elicia White
Elisabeth Bylund
Emil Biendara
Emmanuel Balseca
Eric Lee
Eric Stokes
Eric Yao
Erich Hoop
Ethel W. Moore
Florin Miron
Francisco Sampaio
Francois Delori
Frank Brunckhorst
Frank Rothacker
Franz Heinsen
Franziska Bodmer Mancia
Fred Hipp
Frost Bank
Gabe Newell
Gavin Moodie
The Geisel Family Foundation

George T. Anagnost
Gerald Jay Sussman
Graeme Birchall
The Graham Weston Gift Fund
The Grainger Matching Gifts Program
Graphics Press, LLC
Green Bicycle Fund
Greg Grass
Greg Hendershott
Greg and Liz Lutz
Gregory Richards
H.M. Koo
Heather Bendler
The Highland Vineyard Foundation
Hiromasa Nagase
Holger Madsen
The Houser Foundation
Howard Ahmanson
The HP Company
Foundation Matching Gifts Program
The Huber Gift Fund
Hugh Glenister
Iain McClatchie
Ian Brown
Iqbal Shamsul
Irene and Richard Van Slyke
J. Michael Miller
Jacob Albrecht
Jacqueline Shelburne
James Cogbill, Jr.
James Mason
James McClave
James O'Shaughnessy
James Ward
Janet DeNicola
Jaroslav Verchkovski
Jawaad Mahmood
Jay Flatland
The Jeff and Linda Hendricks Family Foundation
Jeffrey Feddersen
Jeffrey Krug
Jeffrey Lamkin
Jelly Vision Inc.
Jennifer King

George T. Anagnost
Gerald Jay Sussman
Graeme Birchall
The Graham Weston Gift Fund
The Grainger Matching Gifts Program
Graphics Press, LLC
Green Bicycle Fund
Greg Grass
Greg Hendershott
Greg and Liz Lutz
Gregory Richards
H.M. Koo
Heather Bendler
The Highland Vineyard Foundation
Hiromasa Nagase
Holger Madsen
The Houser Foundation
Howard Ahmanson
The HP Company
Foundation Matching Gifts Program
The Huber Gift Fund
Hugh Glenister
Iain McClatchie
Ian Brown
Iqbal Shamsul
Irene and Richard Van Slyke
J. Michael Miller
Jacob Albrecht
Jacqueline Shelburne
James Cogbill, Jr.
James Mason
James McClave
James O'Shaughnessy
James Ward
Janet DeNicola
Jaroslav Verchkovski
Jawaad Mahmood
Jay Flatland
The Jeff and Linda Hendricks Family Foundation
Jeffrey Feddersen
Jeffrey Krug
Jeffrey Lamkin
Jelly Vision Inc.
Jennifer King

Jennifer Lazuka
Jesse Ausubel
The Jewish Community Endowment Fund
Jim Hobart
Jimmy Janacek
Joan Sherman
Jochen Titus
John Dove
John E. Peters
John Eckstein
John Hughes
John McKnight
John Nelson
John O'Connor
John Powell
John Rowley
John Stanford, Jr.
Jonathan Tobert
Jordan Hare
Jose Trejo
Josef Frick
Joseph Brandt
Joseph Sokal
Joshua Eckhardt
Joshua Guberman
Jude Montassir
Juergen Wagentrotz
Jules Bernstein and Linda Lipsett
Julie Johnson
Julien Basch
Kanghao Lu
Karen Lawrence
Karine Joly
Katharine Brigham
Katherine Erickson
Keah Yong Heng
Keith Tyson
Kenneth Eddings
Kevin Arpe
Kevin C. Hammond
Kevin Cheng
Ki Yan Karen Lo
Kim Henry
Kim Spitznagel
Kim Stowers
Kimberley Harding
Kimberly Mayfield
The Koppelman Family Foundation

Kristine M. Lung
Kuang-Hsiang Lin
Kurt Ackermann
L. David Mirkin, M.D.
Lars Markhus
Lars Petter Mathiassen
Las Vegas Hotels
Laurel Touby
Laurence Boyd
Laurie Pitman
Lawrence D. Cavanagh, Jr.
Lee Elder
Lee Hong Gerald Yu
Lenore C. Cooney
Leonard Ferrera
Linda L. Slakey
Linda Lee
Linda Weitz
Lisa Tung
Lone Pine Capital, LLC
Lowell Wood
The Louie-Marsh Family Fund
Luis Norberto Pascoal
Luke A. Knowles
M. Hapel
Maho Kokuryo
Manisha Kher
Marc Forand
Marc Heinz
Marc Labelle
Marcello Cattaneo Adorno
Margaret Raymond
Marilyn Lucht
Marilyn Simons
Marius Bakken
Mark Feldberg
Mark Heising and Elizabeth Simons
Mark Leonard
Mark Melton
Mark Waber
Masazumi Miyagawa
Mathew Donovan
Matthias Dietrich
Mehmet Betil
Melissa A. Chilton
Michael and Debbie Koss
Michael Hodnett
Michael J. Fine
Michael Marcus

Michael Matera
Michael Pryor
Michael Swart
Michael Terry
Michael Totten
Mikhail Degtiarev
Mikhail Seregine
The Million Children Foundation
Minjen Mao
Mohammed Al Nahyan
Mohan Pandit
The Moorhead Family Fund
Murtada Elkhalfifa
Nadir Godrej
Nancy Cornelius
National Philanthropic Trust
The Neal and Elizabeth Weber Fund
Nicholas Fink
Nicholas Riesland
Nicole Ingeborg Lieger
Nora Klein
The Nord Family Foundation
Oisin Crawley
Oliver Wright
Omer Ayfer
The Oracle Corporation
Matching Gifts Program
ORX
Patrick Condon
Paul Haahr
Paul Harvey
Paul von Kuster
Paul Wilmes
Pavel Kostenko
Pawel Ciszewski
Peter A. Wiringa
Peter Ciccolo
Peter Francati
Peter J. Enyeart
Peter Swiecicki
Peter Ungar
Petr Jirous
The Philip and Julia Meshberg Family Foundation
Philip Mateescu
Philip Perlman

The PMJJ Harmon Foundation
The Pond Family Foundation Trust
Pooja P. Rutberg
Pradeep Sindhu
R. G. Geisler
Raghavan Srinivasan
Rahul Bhadani
Ramamoorthi Bhaskar
Rasheed Aleid
Rau Abari
Ravi Kalidindi
The Raymond Family Foundation
Rebecca Reynolds
Reuben E. Last
Richard Kandarian
Richard Saada
Richard Yonash
Rob Napier
Robert Ashcroft
Robert Capps
Robert Kaplan
Robert M. Chin
Robert Prestezog
Robert Ruderman
Robert Thomas
Robert W. Roper
Rohan Murty
Rory O'Connor
Rosanne Cerello
Roy H. Jablonka
The Royce Family Foundation
Paul Haahr
Paul Harvey
Paul von Kuster
Paul Wilmes
Pavel Kostenko
Pawel Ciszewski
Peter A. Wiringa
Peter Ciccolo
Peter Francati
Peter J. Enyeart
Peter Swiecicki
Peter Ungar
Petr Jirous
The Philip and Julia Meshberg Family Foundation
Philip Mateescu
Philip Perlman

Shamsa N.
Shon Harris
Sid Harth
Sienna Deano
The Skinner Fund
The Snyder White Oaks Foundation of Delaware
Sohei Machida
Spencer V. Pricenash
Stefan Edlis
Stefan Schwab
Stefan Winkler
Stephen C. Hecht
Stephen Gray
Steve Kass
Steven B. Schlosstein
Steven VanRoekel
Richard Kandarian
Richard Saada
Richard Yonash
Rob Napier
Robert Ashcroft
Robert Capps
Robert Kaplan
Robert M. Chin
Robert Prestezog
Robert Ruderman
Robert Thomas
Robert W. Roper
Rohan Murty
Rory O'Connor
Rosanne Cerello
Roy H. Jablonka
The Royce Family Foundation
Paul Haahr
Paul Harvey
Paul von Kuster
Paul Wilmes
Pavel Kostenko
Pawel Ciszewski
Peter A. Wiringa
Peter Ciccolo
Peter Francati
Peter J. Enyeart
Peter Swiecicki
Peter Ungar
Petr Jirous
The Philip and Julia Meshberg Family Foundation
Philip Mateescu
Philip Perlman

William Foster
William K. Rohwedder
William Lynch
William Wenheim
The Windmill Foundation
Xie Wu
The Yahoo! Matching Gifts Program
Yaso ITO
Yasuhiro Murakami
Yu-Chen Chen
Yudson Gondobintoro
Zoline Foundation
瑞囊洪
Anonymous (5)

Gifts in-kind

Cisco
comScore
Electronic Frontier Foundation
EvoSwitch
Exbrook Design
Kennisnet Amsterdam
Leaseweb
No Starch Press
Perkins Coie
Tele2
TeliaSonera International Carrier
WatchMouse
Wilson, Sonsini, Goodrich, & Rosati

Wikimedia Chapters

Wikimedia Australia
Wikimedia Austria
Wikimedia Germany
Wikimedia France
Wikimedia Hungary
Wikimedia Netherlands
Wikimedia Sweden
Wikimedia Switzerland
Wikimedia United Kingdom

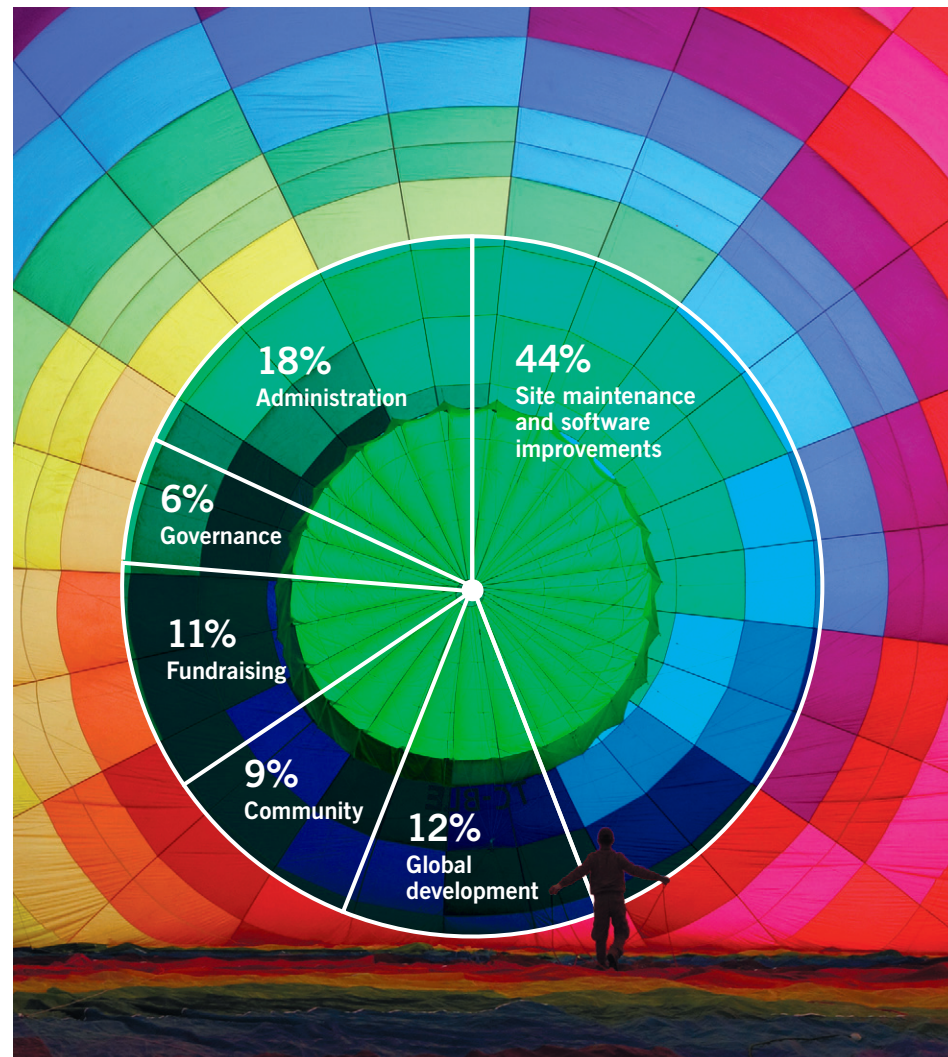
financials

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**

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**

financial performance

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.



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



Wikinews.
Free content news source



Wiktionary.
Dictionary and thesaurus



Wikiquote™
Collection of free quotations



Wikisource.
Free source documents

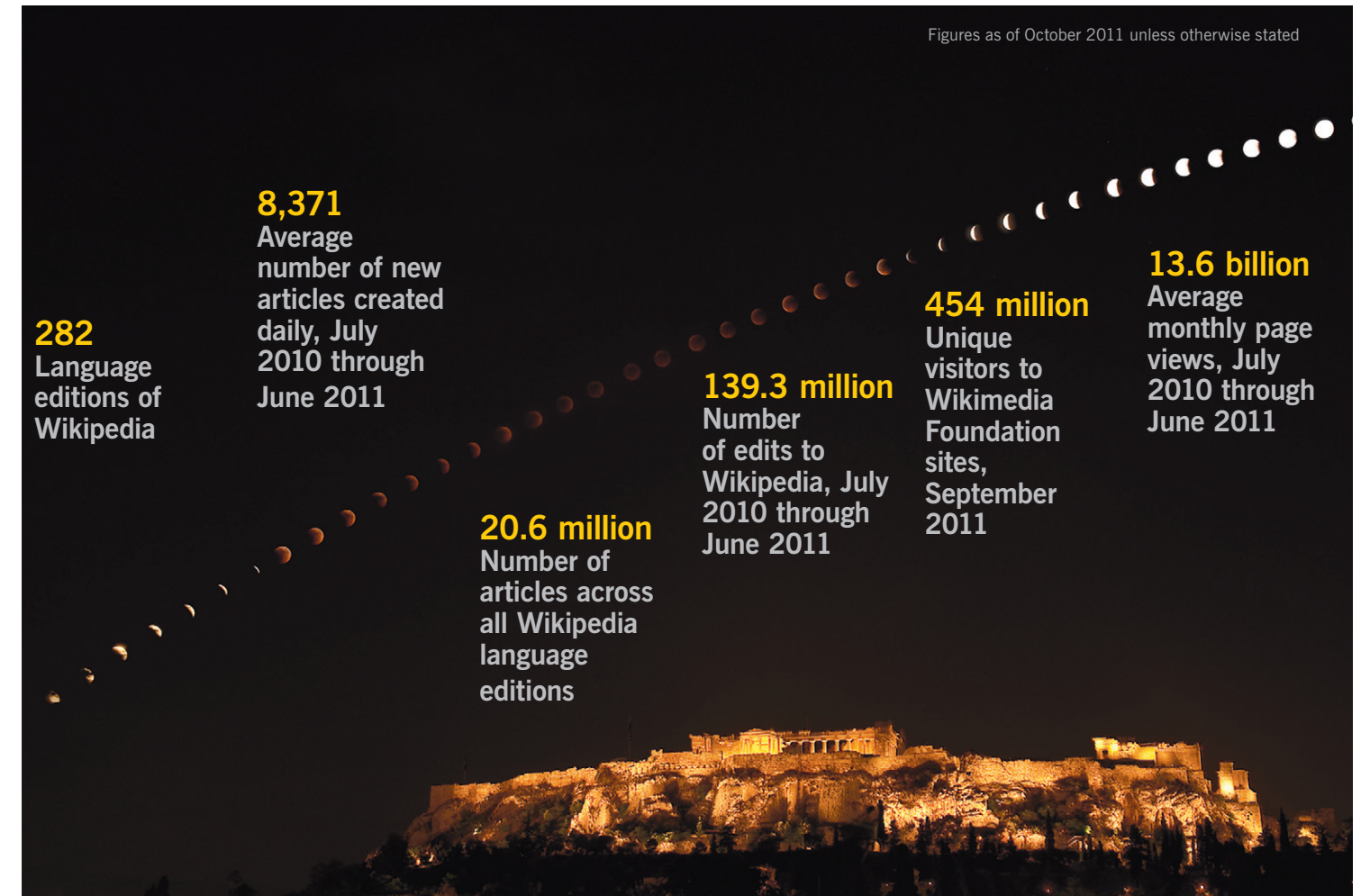
Acknowledgements All images from the Wikimedia Commons are under a CC BY SA or public domain license unless otherwise stated. The content contained within the annual report is available under the Creative Commons Attribution-ShareAlike License v.3.0 (<http://en.wikipedia.org/wiki/Wikipedia:CC-BY-SA>) or any later version. The trademarks and logos of the Wikimedia Foundation and any other organization are not included under the terms of this Creative Commons license. Wikimedia Foundation, Wikimania, Wikipedia, Commons, MediaWiki, Wiktionary, Wikibooks, Wikisource, Wikinews, Wikiquote, Wikiversity, Wikispecies, and Meta-wiki are pending trademark registration or are registered trademarks of Wikimedia Foundation.

For more information, please see our Trademark Policy page, http://wikimediafoundation.org/wiki/Trademark_Policy. For other questions about our licensing terms or trademark policy, please email legal@wikimedia.org

Visit http://wikimediafoundation.org/wiki/Annual_Report for a summary report of the 2010–11 Annual Report in French, Japanese, Spanish, German, Arabic, and Portuguese.

Design by EXBROOK,
San Francisco
Story consultant:
David Weir

Elias Politis (www.auhupu.com), CC BY SA 3.0



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.

Wikimedia Foundation
149 New Montgomery St
San Francisco, CA 94105
USA

+1 415-839-6885
wikimediafoundation.org
blog.wikimedia.org



WIKIMEDIA
FOUNDATION