



Wikimedia  
Foundation

Wikimedia Foundation  
2011–12 Annual Report

# The Voice of the World

Wikimedia Foundation 2011–12 Annual Report

websites are private-sector companies; we are the only non-profit on the list. / Each month, we generate **19 billion page views** to more than **23 million** articles in **285 languages**. / More than 80,000 volunteer editors regularly contribute content to Wikipedia and its sister projects. / The Wikimedia Foundation’s roughly 125 employees support our community of editors and manage the software and technical infrastructure of our projects. / Wikipedia belongs to everyone and it is funded by over a million donors from every part of the world.

# Half a billion people

use Wikipedia and our other free knowledge projects. / Today Wikipedia is the **fifth** most-visited website in the world. / All of the other top-40

## Your support

The Wikimedia Foundation is supported the same way Wikipedia is written: with millions of small 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 2011–12:

A total of 1,130,700 people donated the equivalent of more than \$30 million US dollars in over 80 currencies.

### Volunteer contributions in 2011–12:

Individual contributors made 139.4 million edits, added 3.3 million Wikipedia articles, and uploaded 2.9 million images, audio files and video files.

## Participation

## Reach

## Innovation

## Infrastructure

Total cash expenditures in 2011–12  
**\$27 million**  
*in US dollars*

Global collaboration starts with a thriving community of volunteers and a streamlined platform that makes contributing to our projects faster and easier. The Foundation works with our community to better understand the challenges our volunteers face in making a project like Wikipedia. Through research initiatives, simplified software, and broad outreach, we’re working to increase the size of our editing community and to support the long- term growth of our projects.

The Foundation focused this year on meeting the next generation of global Internet users where they are accessing our projects: on their mobile phones. That means supporting the thousands of different devices in use today. We want to deliver free knowledge to all the world’s mobile devices, from the most basic mobile phones to the latest smart phones and tablets. We’re partnering with global telecommunications operators and redeveloping our mobile platforms with an eye to the next billion users.

Our global community of volunteers is rapidly changing, much in the same way our projects continue to evolve. The Foundation is working with our chapters, affiliates and volunteers to develop new ways to bring resources and technology to bear on the big ideas in our community. We’re also testing new theories and concepts relating to the challenges our community faces, and bringing new data and insights to our technical and programmatic work.

In 2011–12, our servers handled more than 6,000 page requests per second. Since 2001, they have been faithfully storing every single edit to the projects—a total of 1.7 billion. Every year we are supporting thousands of updates and bug fixes for the open source MediaWiki software. The world relies on this critical infrastructure and our team works 24/7 to keep it running at peak performance.

*I'm a volunteer. No one pays me. But helping edit Wikipedia has become my life's work. Even though I'm not in the classroom, I'm still doing what I care about most: helping a new generation of students learn, in the language I love.*  
— Poongothai Balasubramanian, *Wikipedian*

*Wikipedia's victory was getting the rules—and importantly, the rules for making rules—right, and trusting that the process would lead to substance.*  
— Ethan Zuckerman, *researcher and entrepreneur*

*And I tell myself every time I contribute to Wikipedia, I'm building a library. I'm able, from my couch, to build a library every day of the year.*  
— Andrea Zanni, *Wikipedian*

*Wikipedia is perhaps one of the few truly global endeavors that really brings together people from all races, religions, nationalities, points of view.*  
— Alfonso Luna, *donor*

*I still maintain that this Wikipedia project made a world of difference in being able to write well. And unlike a term paper, which is thrown away at the end of the semester, all the work that goes into a Wikipedia article continues to help people even after the class ends.*  
— Karl Whalen, *student*

*“Das größte Werk der Menschen” (“The Greatest Work of Human Beings”)  
— Headline in Die Zeit, Germany's largest weekly newspaper, on an article about Wikipedia, January 2011*

*For me, Wikipedia underscores an evolutionary lesson: We've always gotten farther as a species collaborating than going it alone.*  
— Mariette DiChristina, *science journalist*

*It's not just about getting something working for next week, it's about keeping Wikipedia healthy for the next decade, for the next generation.*  
— Ryan Kaldari, *Wikimedia Foundation developer*

*This is my wish and one of my dreams and many peoples dreams to make a real change in the world, to make a difference in the world. I think Wikipedia gave me this chance to make a huge difference in this world. It's like an investment for your future, for your children's future.*  
— Ravan Jaafar, *Wikipedian*

### Visual Editor

The Foundation began developing a *visual editor* in 2011–12; it will launch in 2012–13. Our research tells us that the need to learn wiki markup is a substantial barrier for people who might otherwise edit Wikipedia, and so the visual editor will eliminate the need for it, making the editing experience much easier and more natural.

### Wikipedia Education Program

In 2011–12, at more than 100 universities in 25 countries, professors assigned their students to develop and improve Wikipedia articles as part of their coursework. Instead of writing essays that would have been read by only a few people and then forgotten, these students made Wikipedia better for readers around the world. The professors say that teaching Wikipedia editing skills is a good way for students to gain topic expertise, to improve their information processing abilities, and to become more conscientious world citizens.

### Editor Engagement

We are committed to a variety of projects that encourage participation in the Wikipedia community. They include work aimed at keeping existing editors, as well as engaging new contributors.

This year we launched the *Article Feedback Tool* (AFT), a new way to involve Wikipedia readers and encourage contributions. AFT helps editors improve articles based on reader comments and provides a low-barrier way for readers to join our community. We also developed new *Page Curation* software to help the volunteer editors who each day check thousands of new articles for quality. It includes the *New Pages Feed*, an overview of newly created pages annotated with information that helps to assess them more efficiently.

With our *Editor Engagement Experiments*, we seek ways to attract and retain new Wikipedia editors through small, rapid improvements. We use a data-driven approach, deploying trial versions of features, measuring their effectiveness at engaging and retaining contributors, and then iterating based on the results. Recent projects include new types of notifications on the site and redesigning core experiences like account registration.

### Wikipedia Zero

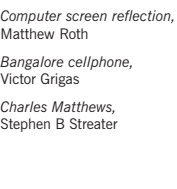
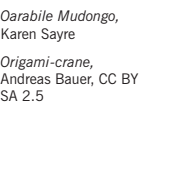
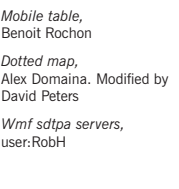
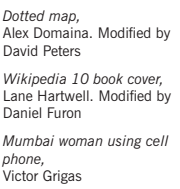
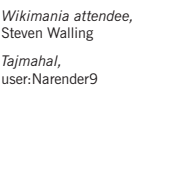
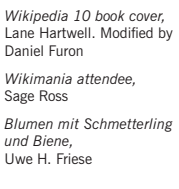
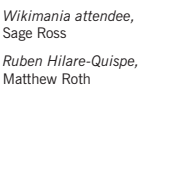
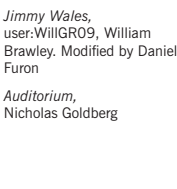
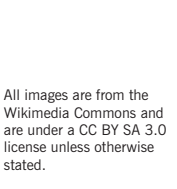
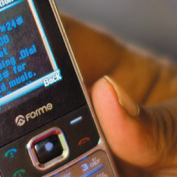
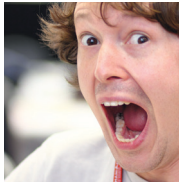
Mobile devices now allow hundreds of millions of people around the world access to the Internet, but the cost of mobile data remains a significant obstacle for many who would benefit most from that access. Under an initiative called Wikipedia Zero, the Foundation is making deals with global telecommunications operators, particularly in the Middle East, Africa and Asia, to offer Wikipedia for free to their subscribers. So far, operators in 28 countries with a total of 205 million customers have signed up. Wikipedia Zero aims to significantly expand in 2012–13.

### Mobile Engineering

In 2011–12 the Foundation continued developing our mobile web offering, launching a new mobile site, better device detection software and an Android app. Future mobile apps are in development. In April 2012 we exceeded 2 billion monthly page views to the Wikipedia mobile site, which represents an increase of 187 percent over the previous year. As of June 2012 the mobile site attracted 2.1 billion page views, about 12 percent of all page views for Wikipedia. Mobile traffic is growing even faster in Portuguese (primarily Brazil, from 5 million to 24.9 million); in Arabic (from 2 million to 11.4 million); and in Turkish (from 1.3 million to 8.1 million).

### Language Support

A dedicated team at the Foundation is working with our global community to ensure that Wikipedia and its sister projects are able to support hundreds of languages. This year we developed interfaces for non-Latin scripts (such as Hindi), and right-to-left scripts (such as Arabic), user interfaces for language tools like the Universal Language Selector and the Translate extension, and a collaborative, on-wiki translation system for our projects.



Jimmy Wales, user:WillGR9, William Brawley. Modified by Daniel Furon

Wikimania attendee, Sage Ross

Wikipedia 10 book cover, Lane Hartwell. Modified by Daniel Furon

Wikimania attendee, Steven Walling

Dotted map, Alex Domain. Modified by David Peters

Wikipedia 10 book cover, Lane Hartwell. Modified by Daniel Furon

Wikimania 2012 group photo, user:Helpameout

Wikimania 2012 group photo, user:Helpameout

Mobile table, Benoit Rochon

Computer screen reflection, Matthew Roth

Auditorium, Nicholas Goldberg

Wikimania attendee, Sage Ross

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This was the  
year the free  
knowledge  
movement found  
its voice.

For nearly 12 years, we've been building a world where information is freely available for people everywhere. In 2011–12, for the first time, we felt that world was seriously under threat. The Stop Online Piracy Act (SOPA) and the PROTECT IP Act (PIPA) were pieces of proposed legislation in the US that might have seriously damaged the free and open Internet, including Wikipedia.

That's why in January 2012, more than 1,800 Wikipedians made a collective decision to black out Wikipedia for 24 hours in order to raise awareness about SOPA and PIPA. The protest was a huge success: more than eight million people used our look-up tool to find their elected representatives, millions more made their voices heard on social media, and thousands of journalists published news stories. The bills were dropped.

We hesitated before we blacked out the site, because we know how important Wikipedia is to people, and we didn't want to lightly take it away from them. Plus we didn't want to squander the goodwill that people feel for the site. Readers trust Wikipedia because they know that, despite our faults, our heart is in the right place. We're not trying to sell a product or a point of view; we just want to provide useful, neutral, reliable information.

We may never do anything like the anti-SOPA/PIPA protests again. We don't consider ourselves to be political, and we're not an advocacy organization. But we're proud that when it really mattered, we spoke up. We believe January 2012 was when Wikipedia found its public voice, speaking up for those who write and read Wikipedia—and for the ability of ordinary people to share and learn together.

Beyond SOPA and PIPA, in 2011–12 the Foundation focused on its core priorities: improving quality, increasing participation, expanding our reach, stabilizing our infrastructure and supporting innovation. We expanded some of our most successful programs, including the Wikipedia Education program, and we launched Wikipedia Zero. We made significant steps forward developing new features like Wikipedia's visual editor, the article feedback tool, and new interfaces and apps serving a rapidly growing audience of mobile users.

We've got more great work ahead in 2012–13.

We want to thank our donors. The fact that you pay the costs of the site keeps us independent of outside influence, and able to deliver exactly what you want and need from Wikipedia. As it should be.

And we want to thank the people who create Wikipedia—writing it, taking photographs for it, copyediting, working to resolve disagreements, fighting vandalism, creating code, responding to reader questions, and all the other tasks involved.

You are making information freely available for a half-billion people around the world, and they—and we—are grateful. Thank you for everything you do.

Sincerely,  
Sue Gardner, Executive Director  
Kat Walsh, Chair, Board of Trustees



Governance

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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.

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The 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 23 million articles in 285 languages. The most comprehensive and widely used reference work humans have ever compiled. More than 74,000 active volunteers contribute every month.



**Wikimedia Commons.**  
Shared media repository

A repository of almost 15 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



**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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Rangareddy  
Mike Ranta  
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Financial Performance

Statement of Activities

The Wikimedia Foundation's 2011–12 fiscal year took place from July 1, 2011 to June 30, 2012. *in thousands of US dollars*

|                                                              |    |               |
|--------------------------------------------------------------|----|---------------|
| <b>Support and revenue</b>                                   |    |               |
| Donations and contributions                                  | \$ | 35,067        |
| Donations and equipment donation                             |    | 965           |
| In-kind service revenue                                      |    | 297           |
| Other income, net                                            |    | 666           |
| Investment income, net                                       |    | 44            |
| Release of restrictions on temporarily restricted net assets |    | 1,441         |
| <b>Total revenue</b>                                         |    | <b>38,480</b> |

|                               |  |               |
|-------------------------------|--|---------------|
| <b>Expenses</b>               |  |               |
| Salaries and wages            |  | 11,749        |
| Awards and grants             |  | 2,107         |
| Internet hosting              |  | 2,487         |
| In-kind service expenses      |  | 297           |
| Operating                     |  | 9,199         |
| Travel and conferences        |  | 1,533         |
| Depreciation and amortization |  | 1,889         |
| <b>Total expenses</b>         |  | <b>29,261</b> |

|                                            |              |
|--------------------------------------------|--------------|
| <b>Increase in unrestricted net assets</b> | <b>9,219</b> |
|--------------------------------------------|--------------|

|                                                              |                  |
|--------------------------------------------------------------|------------------|
| <b>Temporarily restricted net assets</b>                     | 2,959            |
| Contributions                                                | 2,959            |
| Release of restrictions on temporarily restricted net assets | (1,441)          |
| Increase in temporarily restricted net assets                | 1,518            |
| <b>Increase in net assets</b>                                | <b>\$ 10,737</b> |

Balance Sheet

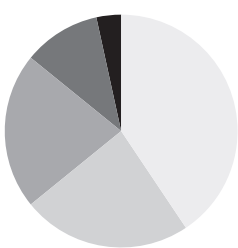
as of June 30, 2012  
*in thousands of US dollars*

|                                                   |           |               |
|---------------------------------------------------|-----------|---------------|
| <b>Assets</b>                                     |           |               |
| Cash and cash equivalents                         | \$        | 21,797        |
| Contributions receivable                          |           | 3,084         |
| Accounts receivable                               |           | 495           |
| Investments                                       |           | 3,600         |
| Prepaid expenses and other current assets         |           | 1,257         |
| <b>Total current assets</b>                       |           | <b>30,233</b> |
| Property, plant, and equipment, net               |           | 5,168         |
| Nonconcurrent portion of contributions receivable |           | 1,806         |
| <b>Total assets</b>                               | <b>\$</b> | <b>37,207</b> |

|                          |    |              |
|--------------------------|----|--------------|
| <b>Liabilities</b>       |    |              |
| Accounts payable         | \$ | 745          |
| Accrued expenses         |    | 1,034        |
| Deferred revenue         |    | 294          |
| Other liabilities        |    | 205          |
| <b>Total liabilities</b> |    | <b>2,278</b> |

|                                   |  |               |
|-----------------------------------|--|---------------|
| <b>Net assets</b>                 |  |               |
| Unrestricted net assets           |  | 29,991        |
| Temporarily restricted net assets |  | 4,938         |
| <b>Total net assets</b>           |  | <b>34,929</b> |

|                                         |           |               |
|-----------------------------------------|-----------|---------------|
| <b>Total liabilities and net assets</b> | <b>\$</b> | <b>37,207</b> |
|-----------------------------------------|-----------|---------------|



|                                                    |           |                   |
|----------------------------------------------------|-----------|-------------------|
| <b>Functional allocation of expenses 2011–2012</b> |           |                   |
| Engineering                                        | \$        | 11,922,096        |
| Global Development                                 |           | 6,911,256         |
| General and Administrative                         |           | 6,271,656         |
| Fundraising                                        |           | 3,150,480         |
| Governance                                         |           | 1,005,164         |
| <b>Total</b>                                       | <b>\$</b> | <b>29,260,652</b> |

Sarah Siddiqui  
Jason Simar  
Russel Simmons  
Kathleen Simpson  
Sims/Maes Foundation  
Linda Slakey  
Barry Smith  
Steven Smith  
Susan Smith  
Charles Smith-Dewey  
Sara Smollett  
Snyder White Oaks  
Foundation of  
Delaware  
Luca Sobacchi  
Fady Soliman  
Jennifer Sparks  
Joel Spiegel  
Nathan Springer  
Raghavan Srinivasan  
James Stanard  
Trevor Standley  
Kevin Stanford  
Renata Stasaityte  
Dennis Stattman  
Jim + Debby Stein  
Sharpe  
Alessandro Steinfel  
Gary Steinmetz  
Allan Stephan  
Anthony Stieber  
Michael Stochosky  
Matthew Streeter  
Stryemmonde  
Foundation  
Amy Subach  
Edna Sugihara  
James Summerton  
David Sunderland  
Mohammed Suuroor  
Gerald Sussman  
Andrew Sutherland  
Arne Swenson  
Tarbell Family  
Foundation  
Philip Taron  
Jacob Taylor + Jean  
Park  
Teamtrio Foundation  
David Thacher  
The Behemoth  
Robert Thomas  
Jerry Thoundayil  
Timothy Thousand  
Zhou Tong  
Roger Trimmer  
Laurent Tu  
Christopher Turner  
Puduvankunnil  
Udayakumar  
Pri Ueyama  
Dr. Chris Uhlik +  
Kathryn Baganoff  
James Urtun  
Cunnen Vafa  
Willie van der Vorm  
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Frans van Schaik  
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In 2012, the Wikimedia Foundation was chosen number one in the "Top 100 Best NGOs" by the Global Journal.

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