

Wikimedia UK Fundraiser Report 2010-2011

1 March 2011

Financial summary

All sums are stated in GBP unless explicitly written in USD.

Method	Gross sum donated	Fundraising costs	Net sum donated	% of total
PayPal	563,644.04	20,627.40	543,016.64	99%
Cheques and cash	3,652.77	200.00	3,452.77	1%
Total received by WMUK	567,296.81	20,827.40	546,469.41	
Total in USD at current exchange rate (1.628)	923,559	33,907	889,652	

We intend to donate approximately 50% of the total raised to the Wikimedia Foundation to assist with their activities supporting and promoting the Wikimedia projects.

PayPal donations

The major source of funds raised was the PayPal donation page, active in November and December 2010, and January 2011. The fundraising banners ceased to link through to this page when the global fundraiser terminated on January 3/4, although the PayPal site remains active and is in use for other donations to Wikimedia UK. The monthly totals for funds donated were as follows:

Month	Gross sum donated	PayPal fees	Net sum donated
November	318,149.74	14,418.43	303,731.31
December	195,555.50	5,143.50	190,412.00
January	49,938.80	1,065.47	48,873.33
Total Fundraiser period	563,644.04	20,627.40	543,016.64

The fundraiser page having been taken down, these figures are subject only to any downward revisions caused by transaction queries raised with WMUK on an ongoing basis.

The PayPal deduction is not a fixed amount or percentage but variable according to

the size of the individual donation. The fundraising cost of using the PayPal service averages 3.8%.

Cheque and other donations

Donors were encouraged to give by PayPal; however we offered the facility for people to mail in cheques, and some chose to set up direct bank transfers. The current total for these donations is 3,652.77. This figure is subject to upward revision for cheques received in the rest of the accounting period (to June 2011). The box operation is scheduled to close in April.

Associated costs are 60.00 for the box fee (non-forwarding) plus staff time, estimated total 200.00 or around 6%.

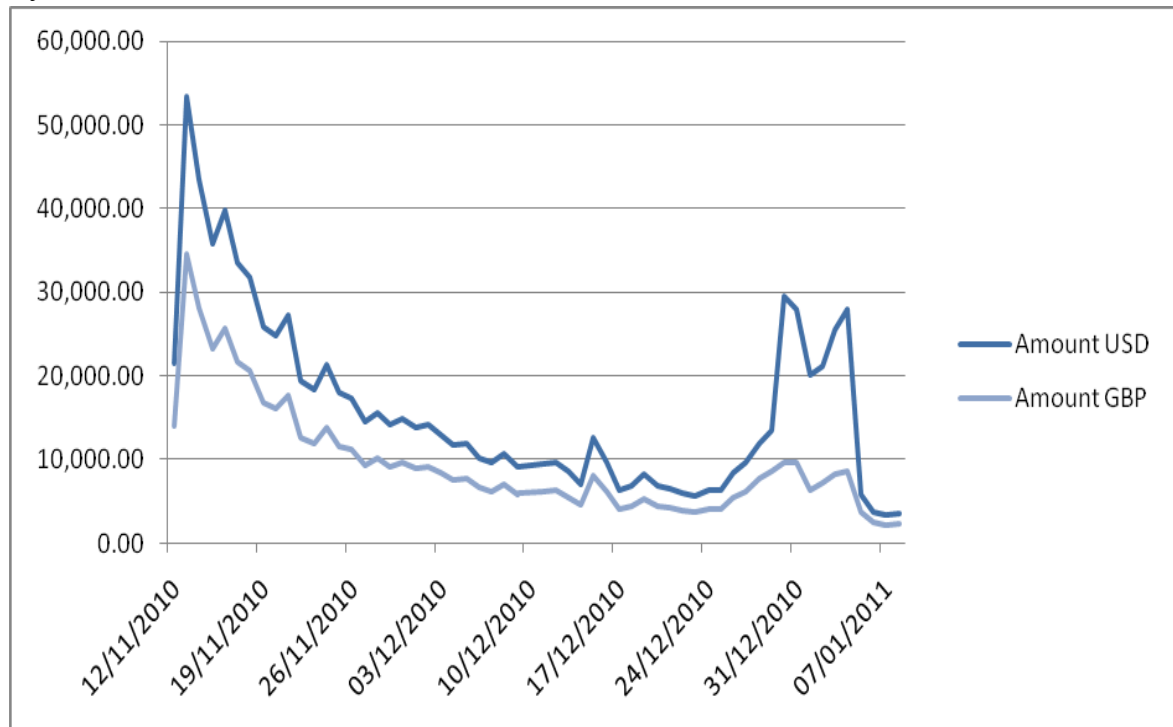
Foundation subtotal

In addition to the above, the Foundation collected some money directly for an experimental period when they were receiving the proceeds from the Fundraiser.

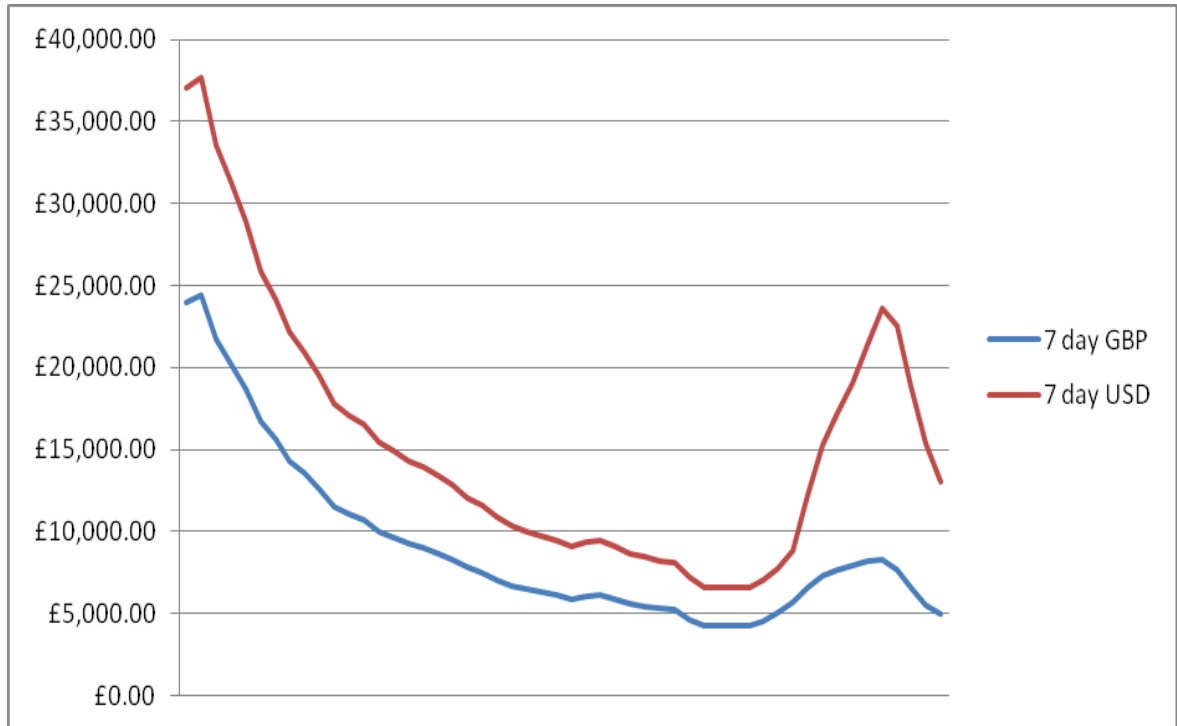
Analysis of donations

The following charts show an analysis of the PayPal donations received. The amounts in USD include the GBP amount translated into USD plus the additional amounts received directly by the Foundation.

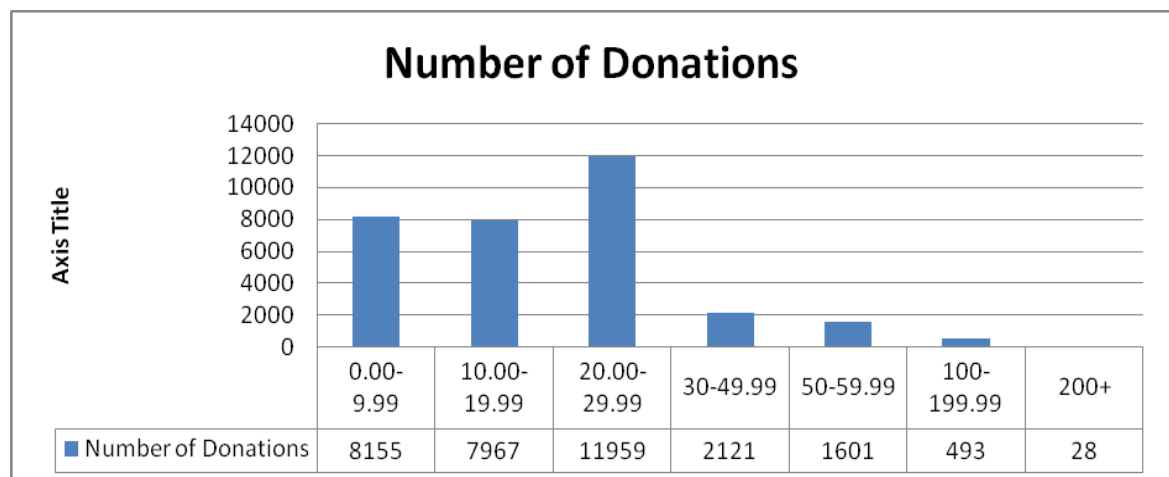
By Date:



Seven day average:



Analysed by number of donations:



Analysed by amount of donation:

