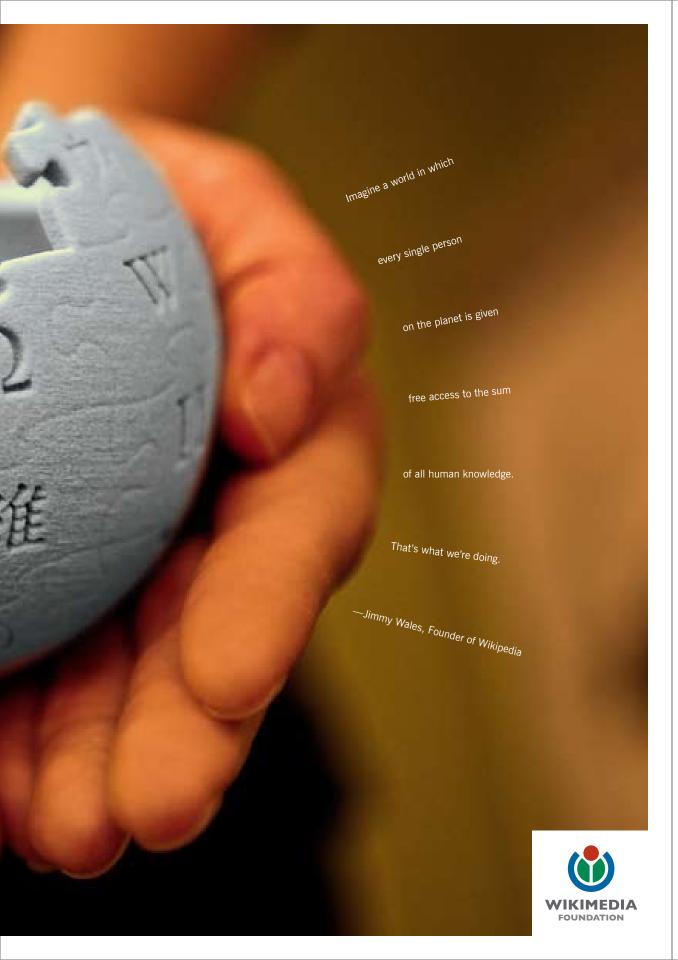


annual report 2008-2009



The mission of the Wikimedia Foundation is to empower and engage people around the world to collect and develop educational content under a free license or in the public domain, and to disseminate it effectively and globally.



In collaboration with a network of chapters, the Foundation provides the essential infrastructure and an organizational framework for the support and development of multilingual wiki projects and other endeavors which serve this mission. The Foundation will make and keep useful information from its projects available on the Internet free of charge, in perpetuity.

We are the non-profit, 501(c)3 charitable foundation that operates Wikipedia and other free knowledge projects. The Wikimedia Foundation was established

by Jimmy Wales in 2003, two years after creating Wikipedia, to build a long-term future for free knowledge projects on the Internet. It is based in San Francisco, California, and has a staff of 34. Its job is to maintain the technical infrastructure for Wikipedia and its sister projects, including MediaWiki, the software that powers them. It also manages programs and partnerships that extend the mission, and supports, in a variety of ways, the volunteers who write the projects. It also manages legal, administrative and financial operations.

How we are organized **Programs**

focuses on furthering awareness of the Wikimedia projects, increasing the number of editors, and supporting the needs of the global volunteer community.

Technology

delivers the platform that powers the Foundation's projects and works to improve the usability and functionality of Wikipedia and our other projects.

Fundraising and Administration

provides legal, fundraising and administrative support for the Wikimedia projects.

Strategic Planning

works with volunteers, advisors and stakeholders around the world to develop the Foundation's fiveyear strategic plan

A year of 132,800,000 edits and five new Board members

A LETTER FROM THE CHAIR, BOARD OF TRUSTEES

It's been a wonderful year for the Wikimedia Foundation, and I'd like to share some highlights with you.

I am delighted by the performance of the Foundation's new revenue-generating team. Last year was a very difficult one in the global economy, and so it's extraordinary that the team was able to exceed its first-year targets. I am particularly happy that we've developed productive relationships with new foundations, including the Alfred P. Sloan Foundation, the Stanton Foundation and the Ford Foundation. Those foundations will be funding important work, mainly focused on improving the usability of our projects.

Last May, I was very happy to announce that the Wikimedia projects had moved from the GNU Free Documentation License (GFDL) to the Creative Commons Attribution/ Share-Alike License (CC-BY-SA) as the primary content license. This is a significant development that promotes our charitable mission by enabling Wikimedia material to be used much more widely. I want our free educational content to be easily shared and intermixed as part of a free culture, and this was a natural choice because most free information projects use Creative Commons licenses. I am grateful to everyone who worked towards this important change.

This past year, the Board welcomed the help of new Advisory Board members, Roger McNamee and Neeru Khosla, both long-term supporters of the Foundation. We also welcomed new members to our Board of Trustees: Samuel Klein, Arne Klempert, and Matt Halprin. We thanked Domas Mituzas for his contribution during his term on the Board, and gladly welcomed him as a new member of our Advisory Board.

I look forward to the coming year with great pleasure. The population of the Internet is growing, and the global need for freer and better knowledge rises every year. I have great confidence in our ability to meet these challenges and ensure a long and healthy future for free knowledge.

Michael Snow

The future is wide open

A LETTER FROM THE EXECUTIVE DIRECTOR

2008-09 was a great year for the Wikimedia Foundation, and we look forward to more success in 2009-10. Our top priority for 2009-10 is enabling more people to participate in the Wikimedia projects.

Currently, the people who edit Wikipedia are a pretty narrow slice of the population: largely male, in their twenties, well-educated and living in wealthy countries. They are smart, tech-centric, and curious.

That core editing community has built the world's largest and most useful educational resource. But it is too narrow. Wikipedia is meant to contain the sum of all human knowledge — in order to fulfill that promise, we need our editing community to include more women, more older people, more subject-matter-experts and more people from less-wealthy parts of the world.

To that end, our top priority for 2009-10 is to encourage a broader range of people to edit Wikipedia.

Today, many people find Wikipedia's editing interface too hard to use. When Wikipedia launched eight years ago, it was reasonably user-friendly by the standards of that time. But since then, interaction online has gotten significantly easier. So in 2009-10, we will continue our usability project, with the goal of removing unnecessary technical obstacles to editing, and making Wikipedia's interface more responsive and intuitive for editors.

Better usability is necessary but not sufficient. We also need to reach out to new people – to invite them to edit, and support them better in their early attempts. In 2009-10, we will create a slate of welcoming and coaching/training materials, designed to help convert Wikipedia readers into editors.

And, we want to ensure our editing community flourishes. To that end, in summer 2009, we launched our strategy planning project. It's a completely open, public process, designed to develop a five-year strategic plan for the Wikimedia Foundation. One major theme is how to ensure the continued health of the community of Wikipedia editors.

We have a big, important year ahead of us. I'm looking forward to it.



Photos by Lane Hartwel

I want to close by thanking the hundreds of thousands of people who freely give their time and money to help the Wikimedia projects. Your support celebrates everything Wikipedia stands for: the power of information to help people live better lives, and the importance of curiosity, sharing, freedom, learning and discovery. Thank you so much for helping to make Wikipedia possible.

SUE GARDNER

This has been a remarkable year for the Wikimedia Foundation.

During a global economic crisis, we had a 93% increase in donations We exceeded our fundraising goals despite a tough global economic climate. We continued to make investments which support our mission including purchases of servers, additional bandwidth, funding public outreach work and improving usability of our software. For more detailed financial information regarding Wikimedia Foundation and to see the complete audited financial statements for the fiscal year July 1, 2008 to June 30, 2009, visit https://wikimediafoundation.org/wiki/Financial_reports

Increased revenue

In 2008-09 the Wikimedia Foundation established its first fundraising team. The investment paid off with an increase in donations (including in-kind donations) of 93% or \$4.5 million. This was a particular achievement because at the time, the world was entering the worst financial crisis since the Great Depression.

More revenue sources support long-term sustainability

In 2008-09 the Wikimedia Foundation diversified and increased its number of supporters, increasing stability. The total number of funding sources increased 167%, and the Wikimedia Foundation added to its roster of supporters many new major donors and foundations (including family foundations). It also secured several new in-kind donations.

Number of donors	2007-08	2008-09
Individual donors		
Donations under \$10,000	57,000	152,000
Donations \$10,000 and above	8	21
Foundations		
Unrestricted grants	1	3
Restricted grants	1	4
Donors-In-kind donations	4	7

The total number of funding sources increased 167%

How we spend

The Wikimedia Foundation spends over half of its money on outreach, programs, and technology (bandwidth, equipment, technical staff, and software usability).

Expenses by percentage





2008-09 FINANCIAL PERFORMANCE

The Wikimedia Foundation's 2008-09 fiscal year took place from July 1, 2008 to June 30, 2009. Throughout this report all financial data is reported in U.S. dollars unless otherwise noted.

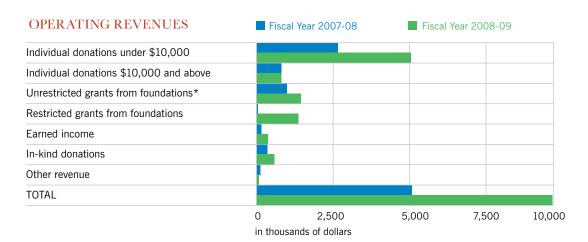
Activities and Balance Sheet for 2008-09: Audited Information

STATEMENT OF ACTIVITIES BALANCE SHEET

(in thousands of dollars)

(in thousands of dollars)

Support and revenue		Assets		
Contributions	\$6,297	Cash and cash equivalents	\$6	,243
Restricted contributions	1,367	Contributions receivable	1	,300
In-kind service revenue	578	Accounts receivable		73
Other income including		Property Plant and equipment		800
special event revenue	429	Other assets		186
Total revenue	\$8,671	Total assets	\$8	3,602
Expenses		Liabilities		
•	ተ ብ ብርብ			
Salaries & wages	\$2,258	Accounts payable and		
Internet hosting	822	accrued expenses	\$	264
In-kind service expenses	578	Deferred revenue		106
Operating expenses	1,259	Total liabilities	\$	370
Travel and other				
expenses	280	Net Assets		
Depreciation and		Unrestricted net assets	\$ 6	5,164
amortization	420	Temporarily restricted net assets	2	,068
Total expenses	\$ 5,617	Total net assets	\$8	3,232
Increase in net assets	\$3,054	Total liabilities and net assets	\$8	3,602



^{*}Note: in 2007–08, the Sloan Foundation granted \$3 million of unrestricted funding payable in three annual installments of \$1 million each. This table reflects the grant as it will be paid whereas for GAAP purposes, the entire \$3 million was counted in 2007-08. See audited figures in the Statement of Activities.

july 17–19 Wikimania ■ Wikipedia ■ Wikimedia ■ Worldwide conference Alexandria, The solar eclipse was the longest total Egypt solar eclipse during the 21st century, not Hungarian Wikipedia to be surpassed until June 2132 reaches 100K articles 01 02 03 04 05 06 07 08 17

Michael Snow appointed

Chair. Board of Trustees

Japanese Wikipedia

exceeds 500K articles

A four-day state of emergency is declared

the legislative elections

in Mongolia after violent protests following

Bringing the world's knowledge back to Egypt

From July 17-19, 2008, more than 625 Wikimedia volunteers and supporters converged at the new Bibliotheca Alexandrina in Alexandria, Egypt, for the annual Wikimania conference. It was a location heavy with symbolism. Alexandria was once the site of the largest library of the ancient world, and the new Bibliotheca Alexandrina —a major library and cultural center—attempts to recapture the renowned original library's spirit of openness and scholarship.

Wikimania is entirely planned and managed by volunteers. In Alexandria, they staged workshops about encouraging participation in Wikimedia projects, updates on other free software and open source projects, and technical improvements. Keynote speakers included the library's director, Dr. Ismail Serageldin, and Wikipedia founder, Jimmy Wales, both urging their audiences to continue their work creating free educational materials for all people.

Since the first Wikimania in 2005 in Frankfurt, Germany, the event has served as the main opportunity for project editors, staff, and enthusiasts to meet face-to-face. Wikimania also acts as the primary opportunity to bring Wikimedia closer to local populations. Following the 2009 Wikimania, we saw a small but noticeable increase in editing activity on the Arabic-language Wikipedia: we hope those new editors stick with it, and continue helping Wikipedia grow.









TheEgyptian; Filip Maljkovic; Elke Wetzig; Cary Bas:

2008 Summer Olympics Opening Ceremony at the Beijing National Stadium

New technical contractors tackle stats, flagged revisions, civiCRM

Wikipanion for the iPhone launches on iTunes store

.ORG celebrates over 7 million

registered domains

Wikipedia passes the 2.500.000 article mark

14

Wikis take Manhattan: Over 24 teams of volunteers scoured Manhattan in a unique photo scavenger hunt that added hundreds of new images to the Wikimedia Commons.















■ Wikipedia
■ Wikimedia
■ Worldwide

sept 08 Hurricane Ike makes landfall in the United States at Galveston, Texas, as a Category 2 hurricane

02 03 04 05 06 07 08 09 10 11 12

Canadian Prime Minister Stephen Harper announces early election in Canada Lehman Brothers files for Chapter 11 bankruptcy

15 16 17 18 19 20 21

Shenzhou 7, the third manned Chinese spaceflight, is successfully launched

25 26 27 28 29 30

Organizing events far and wide

Wikimedia chapters

In 2008-09 Wikimedia's network of volunteer-driven international chapters grew from 16 to 26. Wikimedia's chapters are made up of local members and directors, and undertake region-specific work. Typically, that work includes furthering awareness of the Wikimedia projects, handling media inquiries, staging public outreach events, and forming partnerships with local educational, cultural and knowledge organizations.

Chapters launched in 2008-09

Wikimedia Brasil Wikimedia Danmark

: Mark Frank

and Chloe Carli;

; Bad

Wikimedia Suomi (Finland)

Wikimédia Magyarország (Hungary)

Wikimedia Indonesia

Викимедија Македонија (Macedonia) Wikimedia Norge/Noreg/Norga (Norway)

Wikimedia Portugal Викимедиа РУ (Russia)

Вікімедіа Україна (Ukraine) Wikimedia United Kingdom

Wikimedia New York City

Pre-existing chapters

Wikimedia Argentina Wikimedia Australia

Wikimedia Österreich (Austria)

Wikimedia Česká republika (Czech Republic)

Wikimédia France

Wikimedia Deutschland (Germany)

香港維基媒體協會 (Hong Kong)

Wikimedia Israel Wikimedia Italia (Italy)

Wikimedia Nederland (Netherlands)

Wikimedia Polska (Poland)

Wikimedia Србије (Serbia)

Wikimedia Sverige (Sweden) Wikimedia CH (Switzerland)

中華民國維基媒體協會 (Taiwan)

Wikimedia and the National Institutes of Health

The first Wikipedia Academy in the United States took place in July 2009, with an important new institutional partner: the United States Department of Health and Human Services, National Institutes of Health (NIH).

More than 100 NIH staff attended the all-day event. The academy was staged by Wikimedia Foundation staff working with 11 volunteer Wikipedians and was also webcast inside NIH. It featured talks and workshops designed to explain the philosophy and mechanics of Wikipedia, as well as hands-on coaching for new editors.

The event's purpose was to equip NIH researchers and staff with the information necessary to enable them to edit Wikipedia, with the goal of improving Wikipedia's articles about health, science and medicine. This was the first time the Wikimedia Foundation staged a Wikipedia Academy with a federal agency or health sciences institution.

Wikis Take Manhattan

oct 4

08

Russian forces complete withdrawal following Southern Ossetia War

SOS Children releases 2008/9
Wikipedia for Schools;
'How Wikipedia Works' released

18 19 20 21 22 23 24 25 26 27 28 29 30 31

01 | 02 | 03 | 04 | 05 | oct | Jimmy Wales rec

Jimmy Wales receives Quadriga Award in Berlin NASA launches Interstellar Boundary Explorer satellite to study the edge of solar system First multilingual Wikipedia survey launched

1 02 03 04 05 06

4 05 06 07

NASA laund Roundary F

Making the news new

At 10:30 a.m. on November 26, 2008. the Indian city of Mumbai began to experience a set of coordinated bombings and shootings, later determined to have been carried out by Islamic extremists from Pakistan. The attacks continued for three days, and resulted in more than 300 casualties, including 173 deaths.

Within hours of the first shots and explosions, Wikipedians around the world began to use emerging media reports to build a comprehensive, authoritative article. It rapidly grew to include eyewitness photos and quotes, links to media accounts, maps, diagrams and related articles. A year after the attacks, the English Wikipedia now features nearly 43,000 words on what is known today as the 2008 Mumbai Attacks.

The first edit consisted of a simple sentence by Kenneth John Crasta, a young Wikipedia editor living in Mumbai, written less than two hours after the first attack: "The 26 November 2008 Mumbai terrorist attacks were a series of attacks by terrorists in Mumbai, India. 25 are injured and 2 killed."

Currently, the article contains 142 separate references citing news and analysis from media world-wide, including the BBC, CNN, Indian daily newspaper The Hindu, the Wall Street Journal, the New York Times, the Hindustan Times, the Pakistani daily Dawn, the Karnataka daily Deccan Herald, India's largest financial daily the Economic Times. Reuters, the Indian Express, the Times of India, Reporters Without Borders, the Canadian Broadcasting Corporation and the Jerusalem Post.

There are over 34 distinct language versions of this article available

op five most active discussion topics:

article discussion

2008 Mumbai attacks

From Wikipedia, the free encyclopedia

(Redirected from Mumbai attacks)

controllers were in Pakistan.^[15]

1 Background

2.1 Entry into India

2.3 Leopold Cafe

2.4 Bomb blasts in taxis

2.6 Nariman House

2.8 Methodology

3 Attribution

2.7 End of the attacks

3.1 Cooperation with Pakistan

2 Attacks

Contents [hide]

2.2 Chhatrapati Shivaii Terminus

2.5 Taj Mahal Hotel and Oberoi Trident

edit this page



The 2008 Mumbai attacks were more than ten coordinated shooting and bombing attacks across Mumbai, India's

Eight of the attacks occurred in South Mumbai: at Chhatrapati Shivaji Terminus, the Oberoi Trident, [8] the Taj Mahal

Palace & Tower, [8] Leopold Cafe, Cama Hospital (a women and children's hospital) [8] Cama Hospital, [8] the Orthodox

Jewish-owned Nariman House, [9] the Metro Cinema, [10] and a lane behind the Times of India building and St. Xavier's

College. [8] There was also an explosion at Mazagaon, in Mumbai's port area, and in a taxi at Vile Parle. [11] By the early

morning of 28 November, all sites except for the Tai hotel had been secured by Mumbai Police and security forces. An

action by India's National Security Guards (NSG) on 29 November (the action is officially named Operation Black

Tornado) resulted in the death of the last remaining attackers at the Taj hotel, ending all fighting in the attacks. [12]

Ajmal Kasab. [13] the only attacker who was captured alive, disclosed that the attackers were members of Lashkar-

United Kingdom, among others. [14] The Indian Government said that the attackers came from Pakistan, and their

On 7 January 2009, after more than a month of denying the nationality of the attackers, [16] Pakistan's Information

Minister Sherry Rehman officially accepted Aimal Amir's nationality as Pakistani. 177 On 12 February 2009, Pakistan's

Pakistan and said that six people, including the alleged mastermind, were being held in connection with the attacks.[18]

Interior Minister Rehman Malik, in a televised news briefing, confirmed that parts of the attack had been planned in

e-Taiba, the Pakistan-based militant organization, considered a terrorist organization by India, the United States, and the

26 November 2008 and lasted until 29 November, killing at least 173 people and wounding at least 308. [2][3][7]

largest city, by terrorists from Pakistan. [6] The attacks, which drew widespread condemnation across the world, began on

Hundreds of Wikipedia editors have contributed to the article. Roughly 10 editors contributed 50 or more times.

Kenneth John Crasta, a software engineer who lives in Mumbai, was most active with 253 edits. In the past three years, Kenneth, who speaks English, Hindi, Maranthi and Konkani, has made more than 14,000 edits to Wikipedia.

Oberoi Trident hotel

Try Beta 2 Log in / create ac

Leopold Cafe Taj Mahal h

Mumbai Chabad

User:Cerejota, a computer programmer from Puerto Rico who now lives in Brooklyn, made 149 edits. Cerejota speaks Spanish, English,

French and Italian, plus smatterings of five other languages. User:Whaatt, who speaks English, Tamil and German, and edits mostly breaking news and current events, made 108

Other edits were made by an Indian MBA student living in Australia, a journalist in Portland, Oregon, an engineer in Mumbai, a musician in the UK, a Canadian law student, and a software engineer from New Jersey.



navigation

- Main page Contents
- Featured content
- Current events
- Random article

search



interaction

- About Wikipedia
- Community portal
- Recent changes
- Contact Wikipedia Donate to Wikipedia

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version Permanent link
- Cite this page

languages

- Česky
- Dansk Deutsch
- Español
- قارسى ■
- Français

NASA's Mars Reconnaissance Orbiter discovers evidence of enormous underground deposits of water ice on Mars

3.2 Attackers

nov 26 coordinated bombing attacks on Mumbai

26 27 28 29 30

The damaged Oberoi Trident



Terrorism in India since 2001

Since its creation the article has been edited over 4.252 times. Current word count, approximately 7,000. Total word count for the associated, core topic articles: approximately 42,600.

Two days after the article was created, a Wikipedia editor named Kanonkas added a map of Mumbai, which he had annotated to show the attacks' locations. The original map came from OpenStreetMap, a collaborative project inspired by Wikipedia, which supports the creation of free editable maps.

All ten images in this article are stored in the Wikimedia Commons, where they are part of a collection of several thousand Mumbai-related images. Many were shot and uploaded by Wikipedia editors, including User: Nichalp, a 27-year-old electronics engineer who lives in Mumbai.

Most articles about complex topics provide an initial overview. The Mumbai attacks spawned

- Timeline of the Mumbai attacks (1,900 words)
- (1,900 words)
 (1,900 words)
 (5,500 words)
 Erroneous reporting on the 2008 Mumbai attacks (5,600 words)
 Ajmal Kasab (5,350 words)

Wikimedia announces

video tutorials

- Casualties of the Mumbai attacks (2,050 words)
- (6,100 words) Reactions to the Mumbai attacks (9,100 words)

2008 Annual Giving Campaign launches; GNU Free Documentation License 1.3 released

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15

Democrat Barack Obama wins the 2008 United States presidential election

The Swedish Parliament ratifies the Treaty of Lisbon

19 20 21 22 23 24 2

dec Stanton Foundation provides \$890K 08 to support usability

Flights to Bangkok are

Thai political crisis

canceled during the 2008

03 04 05 06

08 09 10 11 12 13 14 Wikimedia Foundation responds to censorship

in the UK

15

Wikipedia at Mobile

Asia Congress

16 17 18 Neeru Khosla joins Advisory Board

Annual Giving Campaign daily total exceeds \$300K USD



28 29 30 31

Ghanaians vote in the presidential election run-off between Nana Akufo-Addo and John Atta Mills



Gathering support

Our users give big

In 2008-09 more donors gave more money to the Wikimedia Foundation than ever before. The Wikimedia Foundation is grateful for this outpouring of support.

It was the biggest fundraising year in Wikimedia's history. Along with a significant increase in major donations (gifts over \$10,000), the Foundation's fifth annual giving campaign broke past the \$6 million mark. From November 2008 to the first week of January 2009, over 130,000 individuals worldwide made donations, with an overall average donation of approximately \$35.

The annual fundraiser saw an extraordinary 400% increase in giving in the third week of December with the publication of a personal appeal from Jimmy Wales.

Foundations join the cause

The Alfred P. Sloan Foundation continued to support Wikipedia, giving another \$1 million in 2008-09. They were joined by the Stanton Foundation, which gave \$890,000 to a project designed to reduce barriers to participation by making Wikipedia easier to edit. In addition, the Ford Foundation gave \$300,000 to make it easier for people to upload images, audio and video to Wikimedia Commons.

A vast volunteer effort

In 2008-09, Wikipedia's volunteers added a total of 1.6 billion words to the encyclopedia. Volunteers also uploaded 1.8 million images, movies and sound files to Wikimedia Commons. The MediaWiki software powering our projects grew by 682,000 lines of code, most of which was contributed by volunteers.

january annual giving campaign surpasses goal

■ Wikipedia ■ Wikimedia ■ Worldwide

Annual Giving Campaign surpasses \$6mm goal from over 125K donors globally

Wikipedia celebrates its

Initiative kicks off

Wikipedia Usability

comScore reports monthly Internet population in December exceeded 1 billion

Keeping knowledge free

Lowering the barriers to sharing

What does it take to build a free encyclopedia in every language? A global volunteer movement of unprecedented scale, a technology platform optimized for supporting it, and the help of friends and partners with aligned objectives. Fundamentally, we believe that our commitment to openness is at the core of growing our community and increasing the wealth of content we can share freely with the world.



An investment in tomorrow's volunteers

With funding from the Stanton Foundation, we recruited a team to study the technical barriers that new editors encounter, and to improve the user interface and user experience. How can we reduce the complexity of editing a long article with tables, images, and citations? How do we make it more obvious that anyone can contribute to Wikipedia? The new "beta" interface is intended to provide answers to these questions. Our usability initiative is the single largest technological project ever undertaken by the Wikimedia Foundation, and will continue until April 2010.



How many words are a million pictures worth?

Our free knowledge projects depend on pictures, videos, and sound files to educate and inform. We were pleased to receive support from the Ford Foundation to launch a project in 2009-10 dedicated to making it easier to contribute such files through our free media repository, Wikimedia Commons. We partnered with the Mozilla Foundation to strengthen the development of free, interoperable video file formats for the open web, and with Kaltura to develop open source video editing technology for



Wikimedia joins the Creative Commons

In May 2009, the Wikimedia Foundation adopted the Creative Commons Attribution/ Share-Alike License as its primary content license. Content can still be used under the old licensing terms (the GNU Free Documentation License) in most cases. Both licenses grant everyone the right to re-use content from Wikipedia and its sister projects for any purpose, provided that improvements are also freely shared and attribution is given.

When Wikipedia started, Creative Commons did not exist, but it has since become the predominant legal instrument for sharing cultural works beyond the constraints of traditional copyright protections. Now, Wikipedia content can be freely incorporated into compatible Creative Commons licensed works and vice versa. This accomplishment marks a major milestone in the history of our movement.

Wikipedia Loves Art around the world

01 02 03 04 05 06 07 08 09

The Dow Jones Industrial Average and S&P 500 fall to their lowest levels since 1997

connections to cellular networks reaches four billion

usability.wikimedia.org launched







Slovakia adopts the euro and becomes the 16th member of the Furozone

Roger McNamee joins **Advisory Board**

8th birthday

23 24 25 26 27 28 29 30 31

by

Riobenhabnspoften



march 9







Wikimedia Commons images, from top left; 1, Nick Ares, 2, Mila Zinkova, 3, Brookhaven Lab, 4, John Severns, 5, NASA 6. Stephen Ausmus, 7. Mila Zinkova, 8. Mariana Ruiz Villarreal, 9. Kim Hansen, 10. Daniel Schwen, 11. Tropenmuseum, 12. Jeff Dahl, 13. User:Doenertier82, 14. User: Saddhiyama, 15. & 16. Luc Viatour, 17. Calvin Teo, 18. Joshua Strang, 19. User:Niabot, 20. User:CPacker, 21. User:Laitche, 22. Jay Walsh, 23. Carol Spears, 24. Napoleon Sarony, 25. Lane Hartwell.

Wikimedia Commons reaches 4,000,000 files Inside Wikimedia video launched

04 05 06 07 0

Wikimedia Foundation donates used servers to northxsouth and SFCCP

techblog.wikimedia.org launched

20 21 22 23 24 25 27 28 29 30 31

China's first lunar probe Chang'e 1, impacts the Moon

English Wikipedia reaches 2.8 million articles

German national library donates over 250K images to Wikimedia Commons

Building the Wikimedia of 2015

In summer 2009, the Wikimedia Foundation launched its first strategic planning process at http://strategy.wikimedia.org

In most organizations, strategic planning is done behind closed doors, in boardrooms, by senior executives. We didn't want that. Wikipedia is founded in the idea that we are smarter together than any one of us can hope to be alone, and we wanted a strategic planning process that reflects that core belief.

Wikimedia's strategic planning process will be entirely open and collaborative, and will be carried out in public. Supported by non-profit consulting firm The Bridgespan Group, Wikimedia will bring together hundreds of people from around the world, from a wide range of backgrounds, to answer key questions such as:

How to increase reach and volunteer participation in China, India, and Arabic-speaking countries?

How to accelerate development of Wikipedia in other underperforming languages spoken by millions?

How to enable Wikipedia usage among the five billion global citizens who don't have access?

How to increase usability and foster technical invention and improve quality? How to foster and sustain a healthy, engaged, productive community of editors?

Usership of Wikipedia (as % of overall Internet unique users, Dec. 2008

<16%

The Group of 20 announces a US\$1-trillion agreement to combat the current financial crisis

Wikimedia community licensing vote underway The World Health Organization raises its Pandemic Alert Level to five

01 02

April Fool's day

(or does it?)

Wikimedia usability study conducts video-based usability research

09 10 11 12 1

survey data released

Orange/France Telecom forms partnership with Wikimedia Foundation

The Wikimedia Foundation is grateful to all its supporters.

Foundation Grants

Alfred P. Sloan Foundation Stanton Foundation Arcadia Open Society Institute

In-Kind Donations

The Amsterdam Internet Exchange (AMS-IX) comScore EvoSwitch Init7

Kennisnet LeaseWeb

Sun Microsystems

Wilson Sonsini Goodrich and Rosati

Major Benefactors (\$50,000+)

Anonymous Bing

The Hellman Family Foundation

Patrons (\$15,000 - \$49,000)

Anonymous (4) Ryan and Lisa McCorvie

Ron Unz Two Sigma Investments, LLC **Leading donors** (\$5,000 to \$14,999)

Anonymous (18) John Babcock

Arlene and Arnold Goldstein Family

Foundation

Graphics Press. LLC

Ruth Ann Harnisch

Mark Heising and Liz Simons Mitchell Kapor Foundation

A. Jean Mahoney and Robert Sparks

Elon Musk Savings.com

Jonathan Starr

James and Angela Thompson Foundation

USA Networks

Sustaining donors (\$1,000 to \$4,999)

Anonymous (98) Orville Baggett John Baldridge bene-wiki.de William Benter Allen Berry

Best Buy Children's Foundation Tag Team

Awards Christian Boiron Jeanne Busch David Bydeley

Wikipedia Academy.

Lincoln Cassady

Cheapstingybargains.com Sorin Cismas

Pawel Ciszewski CouponCabin.com Couponit.com Joseph DeRisi

Alex Dingle

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www.divorce360.com

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Adam Fila

Go Health Insurance

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MerchantOS Point of Sale

Tetsuva Nagase

www.newyorkbiz.com

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Thomas Ruth Kovama Rvusuke

Anna Scott Jon Shapiro Since1910 Martin Sinner

SingleHop Dedicated Servers

Derek Sivers

Touch Local UK Business Directory

Paul Trickey Karl Voskuil Milan Votava Laurelle Wildman Wohler Technologies, Inc.

Susane Woodward

Yahoo! Holiday Giving Program

Wikimedia Chapters Wikimedia CH (Switzerland) Wikimedia Italia (Italy)

june 1 Wikimedia Commons picture of the year announced

Wikipedia's Arbitration Committee

releases decision surrounding

Scientology articles

Manmohan Singh is inaugurated for his

second term as Prime Minister of India

Google Translate toolkit adds Wikipedia support

Death of pop icon Michael Jackson results in historic peak traffic

01

Air France Flight 447 disappears over the Atlantic Ocean near Brazil

reelected as the President of Iran

amidst claims of voting fraud

Evoswitch lends caching center support

Wikimedia Foundation brings CC-BY-SA licensing to all projects

The confirmed worldwide number of cases of swine influenza reaches 1,490

02 03 04 05

The racehorse Mine That Bird wins the 135th Kentucky Derby



Representation, governance and leadership

Board of Trustees

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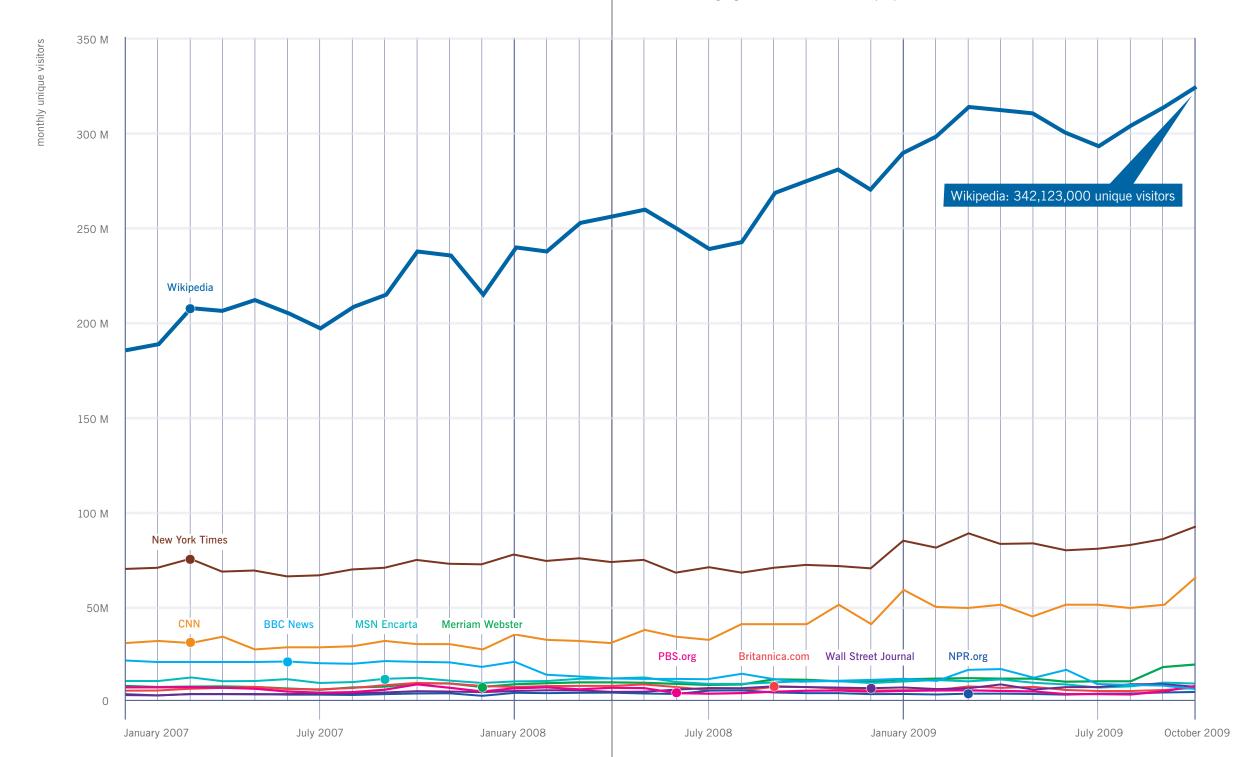
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Nicholson Baker

As scientists it is our calling to provide knowledge to the world. I hope you answer that call.

Bill Wedemeyer,

Michigan State University professor of biochemistry and Wikipedia editor, at the National Institutes of Health

My name is Veer Sharma. I'm 10 years old and I go to primary school. I'm donating 1 week of my pocket money to Wikipedia because I believe knowledge is priceless and I love what you do. Naresh Sharma, donated 5 GBP

Forever.

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