

A bright, modern interior space, likely a library or a community center. On the left, there is a tall, white, modular bookshelf filled with books. In the center, a large window with multiple panes allows natural light to fill the room. Below the window is a white radiator. In the foreground, a light-colored wooden table is set with two bowls of fruit (apples and oranges) and a small white container. Several colorful plastic chairs (yellow, green, and red) are arranged around the table. The floor is a light, neutral color. The overall atmosphere is clean, bright, and inviting.

# ANNUAL REPORT 2013



**WIKIMEDIA**  
DEUTSCHLAND



Work in progress: Wikimedia Deutschland's new open spaces during the construction phase

# MORE SPACE FOR IDEAS

In November 2013 we moved into our new facilities at Tempelhofer Ufer in the center of Berlin. These rooms mean that now, for the first time, we are able to offer interested individuals, groups and organizations the physical space in which to develop their ideas on free knowledge.

Our spaces are always available for events such as workshops, seminars or panel discussions. Here, in direct face-to-face discussions, people can develop new ideas, review existing lines of thought and develop creative projects. This personal interaction between volunteers (such as volunteer Wikipedia contributors) and

full-time employees of Wikimedia Deutschland, partner organizations and external actors will noticeably change our work on Wikimedia projects too. We see our open spaces as places for theory to turn into practice, connecting people and enabling action.



We see this report as a kind of open space too. It is intended as a brief tour of the organization to help readers get to know Wikimedia Deutschland better. From the association's mission and structure, to a detailed look back at the annual finances for 2013, to a brief outlook for 2014 – there is plenty to discover. Come on in!

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# WIKIPEDIA AND WIKIMEDIA: FROM AN OPEN PROJECT TO AN OPEN SOCIETY

Wikipedia is more than a website. It's part of our daily lives. Millions of people read the Free Encyclopedia, and thousands of volunteers work on it every day. They change, correct and add to articles in almost every language on the planet – articles that are freely accessible for everyone to use as they please. Wikimedia Deutschland supports the people behind Wikipedia and their ideas. We promote infrastructure, meetings and workshops. We award grants, enable projects and offer technical assistance.

But Wikimedia Deutschland also advances the basic principles behind the Encyclopedia. Our goal is for the idea of free knowledge to become part of our daily lives too. We want collaborative learning with freely usable content to become the norm in classrooms and lecture halls. We want this way of working to no longer be a niche topic in society. We persuade museums, academic institutions and other

cultural institutions to lead the way by sharing their content. We appeal for a secure legal framework that ensures projects like Wikipedia can be created and developed in the future, too. Underlying these goals is the firm belief that free knowledge cannot be limited to specific topics. Ours is an overarching mindset that translates the right to education into our modern digital society.



First-time visitors to  
Wikimedia Deutschland

## VISION

Imagine a world in which every single human being can freely share in the sum of all knowledge.

# Gesellschaft zur Förderung Freien Wissens

## MISSION

Wikimedia Deutschland promotes the creation, collection and dissemination of open content to promote equal access to knowledge and education.

## VALUES

Partnership, free knowledge, openness, dialog, solutions



Space for ideas:  
association employees  
engaged in a discussion.



Magnetic: Even our walls  
are open to creative ideas.

# VISION

Why look into the future? Because when we have a clear goal ahead of us we can take more meaningful, more confident, more decisive steps. Wikimedia Deutschland envisions the future as a world where every person has free access to the entire body of human knowledge. We will undoubtedly have to take a lot of steps to get there. Sometimes they lead us in a circle, and sometimes they even take us backwards before we move ahead again. That's normal for long-term changes. The critical thing is to be bold on the way – true to Wikipedia's motto – and not to lose sight of the goal. That's what Wikimedia Deutschland does.

# MISSION

The key to our vision is equal access for everyone to knowledge and education in general. We as an organization are working towards our vision of the future by promoting the creation, collection and dissemination of open content. We focus on four key areas: volunteer communities, opportunities for education and knowledge, social and political rights and duties, and the potential in free software. These topics provide a structure for Wikimedia Deutschland's work. The overview on the next few pages shows how.

# VALUES

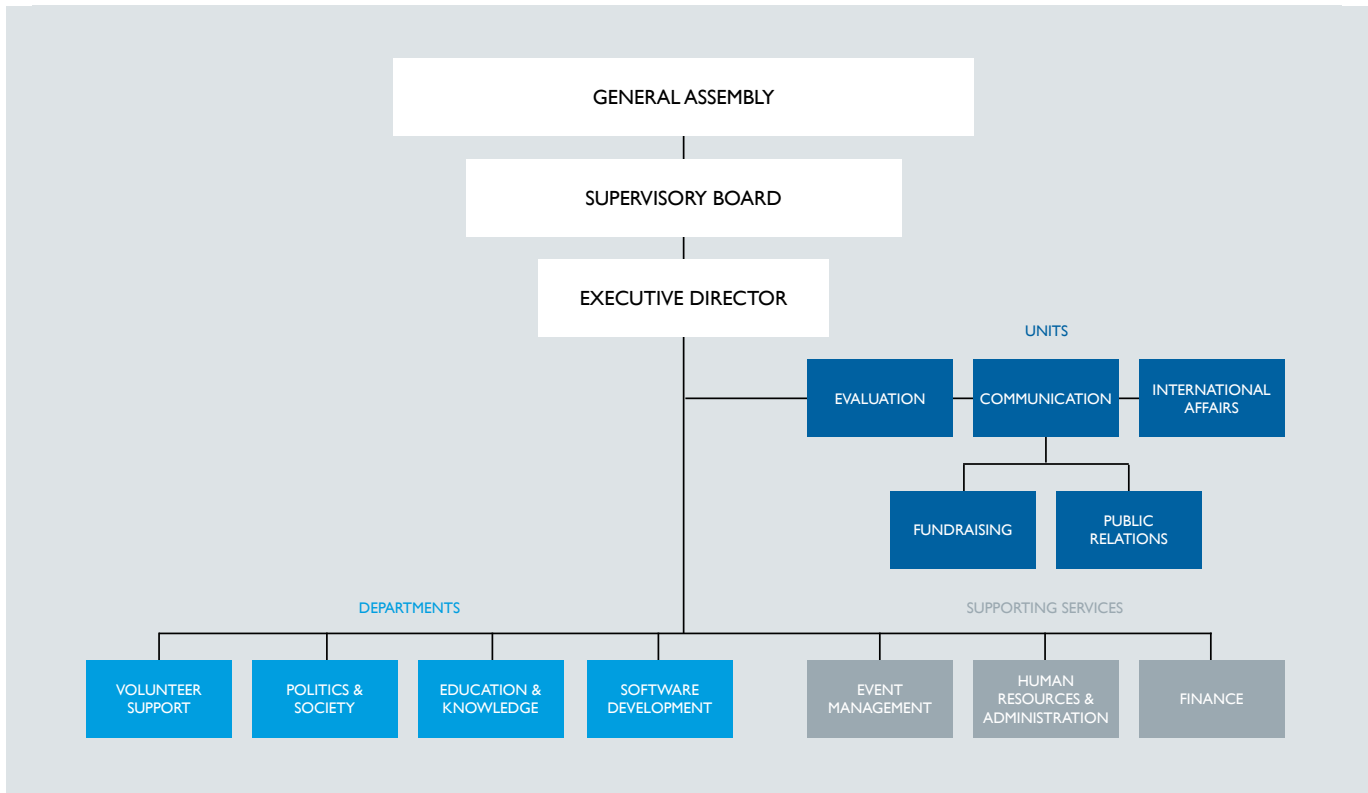
Our organization's values are based on Wikimedia Deutschland's key themes. What do we want to stand for? What is important to us? As a public-benefit association, we have a responsibility not only to achieve what we want but to do it in a certain way. You can't achieve free access to knowledge by acting in secret. We want to set an example for others and show them the value of a collaborative, open way of working. That's why we stand for partnership and collaboration with the Wikimedia communities. We are open to diverse influences because that is the only way we will be able to tap into the diversity of the world's knowledge. We share our experiences with other organizations and networks. When we face technical or social challenges, we are solution-oriented. And when it comes to free knowledge, we have a duty to enable people, not just educate them.

# GOALS

The longer and more difficult the journey, the more important it is to have subgoals along the way. Every vision needs revisions and a critical look at the question of whether we are heading in the right direction and reaching crucial milestones. Our key themes are valid here, too. From 2015 to 2018, the organization's strategy will develop collaboratively, headed by the volunteer Supervisory Board. Operations in 2014 are sketched out at the end of this report – after the following look back at the key financial and thematic issues of 2013.

# ORGANIZATIONAL STRUCTURE

Wikimedia is a global movement that promotes the idea of free knowledge. Wikipedia and its sister projects are run by the Wikimedia Foundation. Forty independent national organizations support Wikimedia projects on-site. Wikimedia Deutschland is the oldest and largest of them. Here is a summary.



## GENERAL ASSEMBLY

The general assembly meets twice a year. It is the highest-ranking body in the association, and it decides on fundamental questions and issues. For example, association members approve the Annual Plan and elect the Supervisory Board once a year.

## SUPERVISORY BOARD

The Supervisory Board is the body of volunteers that leads and monitors the association and represents its members. It comprises one chairperson, two deputy chairs, a treasurer and up to six associates. The Supervisory Board's main tasks are to maintain and develop the association's

strategic direction, create targets for the full-time Executive Director, and monitor how he or she manages the organization.

## VOLUNTEER SUPPORT

Every Wikimedia project lives from volunteer participation. Volunteers write or add



to Wikipedia articles, create photos for the free media archive Wikimedia Commons and write travel reports for Wikivoyage. The Volunteer Support Department supports them, awards grants and reimburses travel expenses, lends them technology to enable them to take photos and record audio and video, and it provides logistical and organizational assistance for community events. The Volunteer Support Department liaises between project volunteers and Wikimedia organizations. They are involved in every aspect of developing support.

## EDUCATION AND KNOWLEDGE

How do we learn in the digital age? What new open teaching and learning formats do we need to make educational content beyond the textbook freely usable for the public? Our Education and Knowledge Department offers answers to questions like these. In addition to developing new educational offerings and knowledge transfer models, it also focuses on networking with actors from the worlds of academia and educational policy. It pursues the goal of establishing free knowledge in the educational sphere in concert with many partners in numerous projects at the national and international level. For instance, in 2013 the department held the first conference on the subject of [Open Educational Resources](#), which gave participants the opportunity to actively exchange ideas, expand existing networks, and make new contacts.



## POLITICS AND SOCIETY

How do we protect our cultural heritage in the digital age? What data collected by the government largely remains under lock and key even though it belongs to the public?

And what can we do to make content from public institutions easier to access? The Politics and Society Department deals with the social conditions for the dissemination of free knowledge. One side of this involves finding partners to join us in advocating updates to copyright laws. The department started to become active at the EU level several months ago. It provides regular news on developments in Brussels and uses opportunities to enter into dialog with political decision-makers. The other side of the department's work involves advising foundations and cultural institutions on how to make their digital treasures more easily accessible to citizens. We work hand-in-hand with the volunteer communities from Wikimedia projects to make this happen.



## SOFTWARE DEVELOPMENT

The Software Development Department ensures the continuous improvement of the software for Wikimedia projects. The needs of the communities play a defining role here. One of the department's biggest projects is [Wikidata](#) – the open database that anyone can edit. Wikidata organizes facts like population figures and birth dates into a structure that other Wikimedia projects can use. For example, if someone changes the population of Berlin in Wikidata, the updated figure will appear in every other linked Wikipedia language version. This enhances project quality and usability. Units and supporting services like Evaluation and Communication complete the specialized work done in the departments. The Executive Director heads the association's office.

# BALANCE SHEET OF WIKIMEDIA DEUTSCHLAND E. V.

This section shows separate balance sheets and profit and loss statements for the association Wikimedia Deutschland and Wikimedia Fördergesellschaft (WMFG). Both are non-profit.

## ASSETS in euros

Dec. 31, **2013**

Dec. 31, **2012**

### FIXED ASSETS

|   |                   |                   |
|---|-------------------|-------------------|
| Intangible assets   | 833.00            | 4,016.00          |
| Indefinite assets such as owned licenses or acquired usage rights | 833.00            | 4,016.00          |
| Tangible assets   | 167,797.00        | 122,006.00        |
| Other property, plant and equipment                               | 167,797.00        | 122,006.00        |
| Financial assets  | 25,654.83         | 25,654.83         |
| Shares in affiliated companies                                    | 25,654.83         | 25,654.83         |
| <b>Total fixed assets</b>   | <b>194,284.83</b> | <b>151,676.83</b> |

This item corresponds to 100% of all shares in the Wikimedia Fördergesellschaft, including incidental expenses related to the founding of the company.

### CURRENT ASSETS

|   |                     |                     |
|---|---------------------|---------------------|
| Receivables and other assets                            | 3,564,721.42        | 2,657,016.32        |
| Receivables from obligations related to forwarded funds | 3,400,000.00        | 2,600,000.00        |
| Accounts receivable                                     | 17,474.54           | 20,857.56           |
| Other current assets                                    | 147,246.88          | 36,158.76           |
| Cash and Bank deposits                                  | 391,197.66          | 925,135.89          |
| <b>Total current assets</b>                             | <b>3,955,919.08</b> | <b>3,582,152.21</b> |
| Prepaid expenses and deferred charges                   | 10,732.93           | 11,431.25           |
| <b>TOTAL ASSETS</b>                                     | <b>4,160,936.84</b> | <b>3,745,260.29</b> |

Thereof from the Wikimedia Fördergesellschaft: €2,104,000 (previous year: €1,200,000)

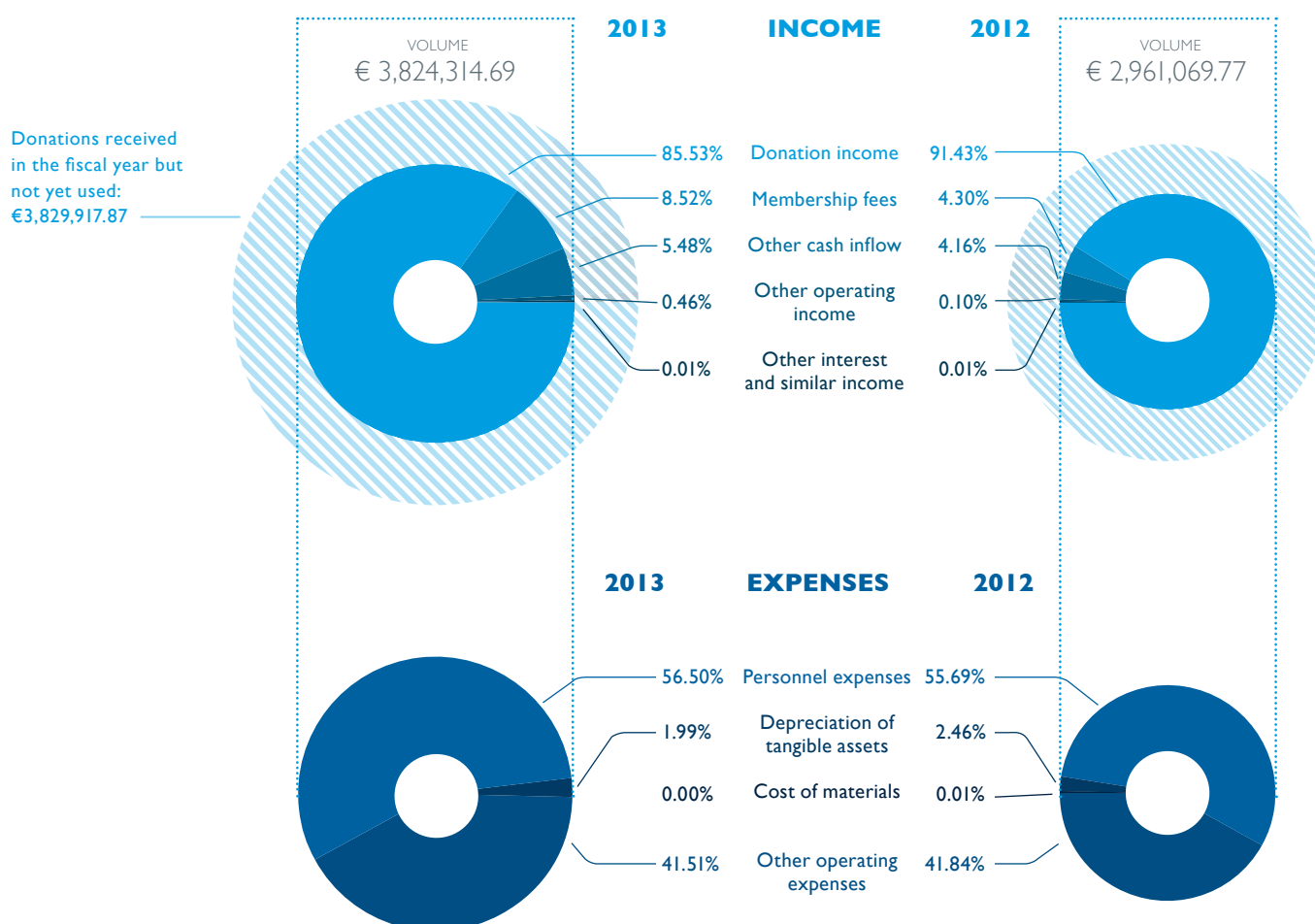
Wikimedia Fördergesellschaft is a wholly owned subsidiary of the association. It has been collecting donations for Wikimedia Deutschland and the Wikimedia Foundation (USA) since 2010. The association carries out projects that promote free knowledge.

The Fördergesellschaft is engaged in altruistic activities and does not pursue any profit-making purposes. The association's balance sheet was prepared in accordance with the German Commercial Code (HGB) and audited by KPMG.

| <b>EQUITY AND LIABILITIES</b> in euros       |                     | Dec. 31, <b>2013</b> | Dec. 31, <b>2012</b>   |
|--|---------------------|----------------------|--|
| <b>UNUSED DONATIONS</b>                      |                     |                      |  |
| Donations not yet used per the association's | <b>3,883,195.83</b> | <b>2,949,512.21</b>  |  |
| Thereof free reserves                        | 126,634.51          | 126,634.51           |  |
| <b>ACCRUED LIABILITIES</b>                   |                     |                      |  |
| Provisions                                   | <b>109,108.21</b>   | <b>96,954.05</b>     |  |
| Provisions for taxation                      | 0.00                | 218.01               |  |
| Other provisions                             | 8,900.00            | 12,911.00            |  |
| Provisions for closing and auditing          | 16,500.00           | 21,860.00            |  |
| Provisions for personal costs                | 83,708.21           | 61,965.04            |  |
| <b>LIABILITIES</b>                           |                     |                      |  |
| Accounts payable                             | <b>168,632.80</b>   | <b>698,644.03</b>    |  |
| Payables related to earmarked donations      | 73,356.55           | 619,022.35           | — This item relates to the donations received in 2013 intended for the continuation of the Wikidata project in 2014. |
| Trade accounts payable                       | 54,968.98           | 49,256.76            |  |
| Other payables                               | 40,307.27           | 30,364.92            |  |
| Deferred revenue                             | 0.00                | 150.00               |  |
| <b>TOTAL EQUITY AND LIABILITIES</b>          | <b>4,160,936.84</b> | <b>3,745,260.29</b>  |  |

# PROFIT AND LOSS STATEMENT FOR WIKIMEDIA DEUTSCHLAND E. V.

A profit and loss statement calculates how much equity an organization has during a period of a fiscal year. Wikimedia Deutschland's equity comes in the form of donations. Here equity refers to a position on the balance sheet. This annual financial statement uses the officially recognized HFA 21 standard.



| INCOME AND EXPENSES in euros   |               | 2013          | 2012   |
|--|---------------|---------------|--|
| Donation income  | 3,270,540.62  | 2,707,265.66  | — This item relates to funds totaling more than €2,104 million from the Wikimedia movement's Funds Dissemination Committee and €1,296 million from the Wikimedia Foundation. |
| Donations received in the fiscal year                                      | 3,700,458.49  | 3,416,294.50  |  |
| Donations pledged in the fiscal year                                       | 3,400,000.00  | 2,600,000.00  |  |
| Donations received in the fiscal year but not yet used                     | -3,829,917.87 | -3,309,028.84 |  |
| Membership fees  | 325,993.00    | 127,461.50    |  |
| Other cash inflow  | 209,707.44    | 123,273.49    |  |
| Other operating income   | 17,622.31     | 3,010.69      |  |
| Income from reversal of provisions   | 5,765.71      | 1,478.99      |  |
| Income from ordinary activities  | 11,856.60     | 1,531.70      |  |
| Cost of materials  | 0.00          | -218.41       |  |
| Cost of purchased services   | 0.00          | -218.41       |  |
| Personnel expenses   | -2,160,867.00 | -1,649,057.18 |  |
| Wages and salaries   | -1,814,874.22 | -1,361,868.82 |  |
| Social security contributions and expenses for pensions and other benefits | -345,992.78   | -287,188.36   |  |
| Depreciation of intangible fixed assets and tangible asstes                | -76,266.58    | -72,963.01    |  |
| Other operating expenses   | -1,587,179.44 | -1,238,830.83 |  |
| Other interest and similar income  | 451.32        | 58.43         |  |
| Interest and similar expenses  | 0.00          | -0.34         |  |
| Results from ordinary activities   | 1.67          | 0.00          |  |
| Withholding tax  | -1.67         | 0.00          |  |
| <b>ANNUAL SURPLUS</b>  | <b>0.00</b>   | <b>0.00</b>   |  |

# BALANCE SHEET OF WIKIMEDIA FÖRDERGESELLSCHAFT

A balance sheet provides an overview of an organization's assets. It gives information about where funds come from and how they are used. It also tells about fixed assets, moveable assets and immoveable assets. The latter refer to moveable things like computers or licenses and immoveable things like land.

| <b>ASSETS</b> in euros  | Dec. 31, <b>2013</b> | Dec. 31, <b>2012</b> |
|---|----------------------|----------------------|
| <b>FIXED ASSETS</b>   |                      |                      |
| Intangible assets   | 5,270.00             | 10,539.00            |
| Indefinite assets such as owned licenses or acquired usage rights | 5,270.00             | 10,539.00            |
| Tangible assets   | 2,925.00             | 1,012.00             |
| Other property, plant and equipment                               | 2,925.00             | 1,012.00             |
| <b>Total fixed assets</b>   | <b>8,195.00</b>      | <b>11,551.00</b>     |
| <b>CURRENT ASSETS</b>   |                      |                      |
| Receivables and other assets                                      | 511,397.04           | 289,952.26           |
| Accounts receivable   | 0.00                 | 5,736.97             |
| Other current assets  | 511,397.04           | 284,215.29           |
| Bank deposits   | 6,949,032.43         | 5,449,033.70         |
| <b>Total current assets</b>                                       | <b>7,460,429.47</b>  | <b>5,738,985.96</b>  |
| Prepaid expenses and deferred charges                             | 0.00                 | 400.76               |
| <b>TOTAL ASSETS</b>   | <b>7,468,624.47</b>  | <b>5,750,937.72</b>  |

Until 2010 we used cash accounting to prepare the annual financial statements. In 2011 we converted to full balance sheet accounting as per the German Commercial Code (HGB), because this method allows

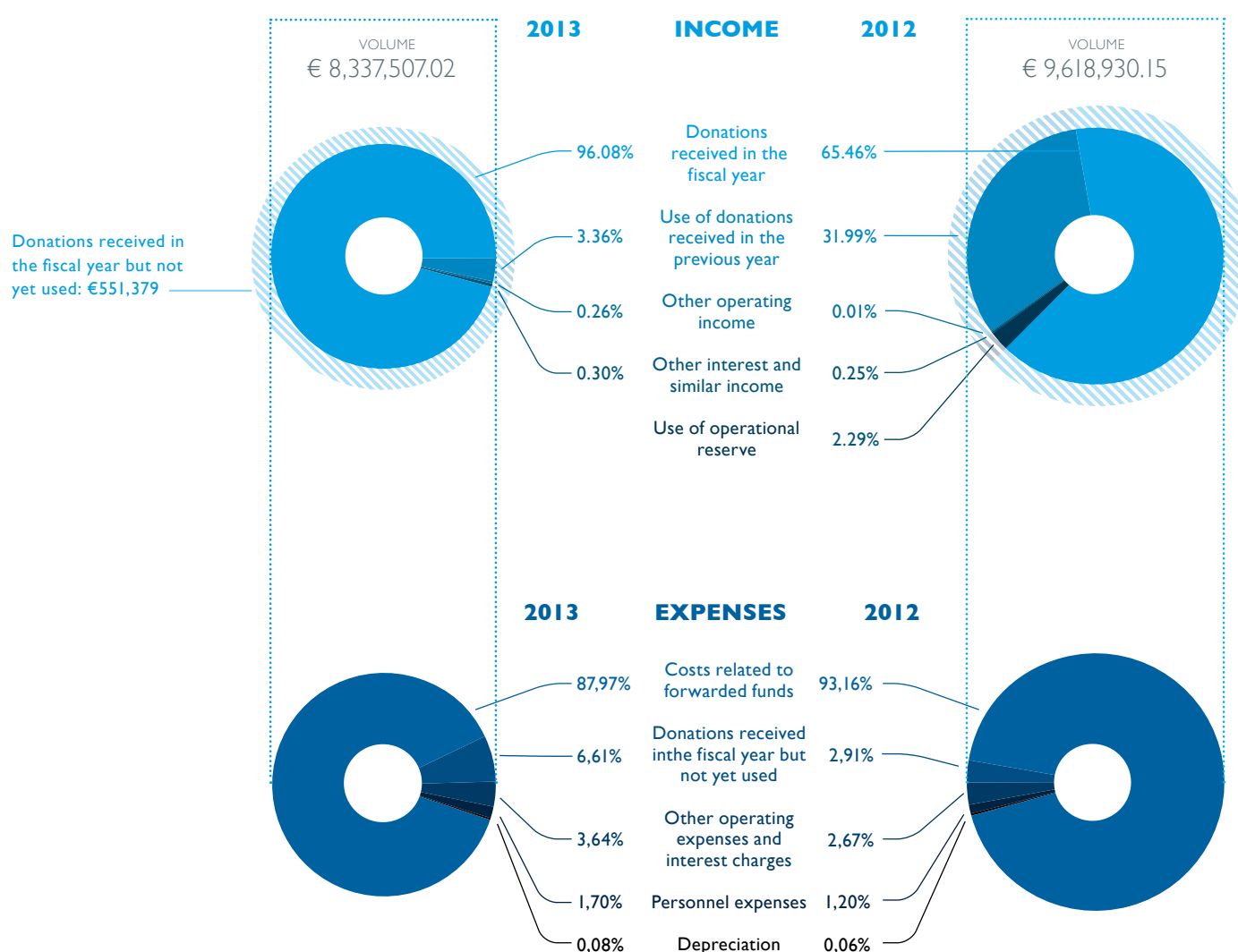
for more comprehensive comparisons. As in 2012, the auditing firm KPMG attested the 2013 statements with an unqualified opinion.

| <b>EQUITY AND LIABILITIES</b> in euros               |  | Dec. 31, <b>2013</b> | Dec. 31, <b>2012</b> |
|--|--|----------------------|----------------------|
| <b>EQUITY</b>  |  |                      |                      |
| Subscribed capital                                   |  | 25,000.00            | 25,000.00            |
| <b>UNUSED DONATIONS</b>                              |  |                      |                      |
| Donations not yet used per the association's charter |  | 551,379.00           | 280,000.00           |
| <b>ACCRUED LIABILITIES</b>                           |  | <b>84,531.74</b>     | <b>88,840.45</b>     |
| Provisions for personal costs                        |  | 1,231.74             | 1,965.45             |
| Other provisions                                     |  | 70,300.00            | 69,100.00            |
| Provisions for closing and auditing                  |  | 13,000.00            | 17,775.00            |
| <b>LIABILITIES</b>                                   |  |                      |                      |
| <b>Accounts payable</b>                              |  | <b>6,807,713.73</b>  | <b>5,357,097.27</b>  |
| Payables from obligations related to forwarded funds |  | 6,799,817.57         | 5,343,317.92         |
| Trade accounts payable                               |  | 5,311.27             | 8,060.38             |
| Other payables                                       |  | 2,584.89             | 5,718.97             |
| <b>TOTAL EQUITY AND LIABILITIES</b>                  |  | <b>7,468,624.47</b>  | <b>5,750,937.72</b>  |

— Funds reported under this item are forwarded to Wikimedia Deutschland and the Wikimedia Foundation.

# PROFIT AND LOSS STATEMENT OF WIKIMEDIA FÖRDERGESELLSCHAFT

In accordance with its purpose, the Fördergesellschaft's profit and loss statement focuses on the annual fundraising campaign. More than 323,000 people supported the idea of free knowledge with a donation during 2013's 48-day campaign. That's about 70,000 more people than the year before.



The average donation was just under €22, and the most common amount for donations was €5. We sent out more

than 114,000 donation receipts after the campaign. In 2012 we only sent out 82,000.

| INCOME AND EXPENSES in euros   |               | 2013          | 2012 |
|--|---------------|---------------|------|
| Donation income  | 7,738,993.13  | 9,093,611.87  |      |
| Donations received in the fiscal year                                      | 8,010,372.13  | 6,296,372.66  |      |
| Donations received in the fiscal year but not yet used                     | -551,379.00   | -280,000.00   |      |
| Used of donations received in the previous year                            | 280,000.00    | 3,077,239.21  |      |
| Other operating income   | 21,978.39     | 1,152.58      |      |
| Income from reversal of provisions   | 17,308.66     | 0.00          |      |
| Income from ordinary activities  | 4,619.33      | 982.18        |      |
| Other ordinary income  | 50.40         | 170.40        |      |
| Cost related to forwarded funds  | -7,334,110.65 | -8,960,820.69 |      |
| Personnel expenses   | -141,756.03   | -116,253.95   |      |
| Wages and salaries   | -118,172.34   | -95,604.78    |      |
| Social security contributions and expenses for pensions and other benefits | -23,583.69    | -20,649.17    |      |
| Depreciation of intangible fixed assets and tangible asstes                | -6,628.50     | -5,607.15     |      |
| Other operating expenses   | -303,543.20   | -256,218.11   |      |
| Other interest and similar income  | 25,156.50     | 24,165.70     |      |
| Interest and similar expenses  | -89.64        | -30.25        |      |
| Results from ordinary activities   | 0.00          | -220,000.00   |      |
| Use of ordinary activities   | 0.00          | 220,000.00    |      |
| ANNUAL SURPLUS   | 0.00          | 0.00          |      |

# REVENUE PERFORMANCE OF WIKIMEDIA DEUTSCHLAND E. V. AND WIKIMEDIA FÖRDER- GESELLSCHAFT

The balance sheets and profit and loss statements on the previous eight pages show how the two organizations used their funds last year. This page shows how those items compare with the years before.

## 2013

| <b>ASSOCIATION</b> (all amounts in euros)   | <b>WMDE</b>         | <b>FG</b>           | <b>TOTAL</b>         |
|---|---------------------|---------------------|----------------------|
| <b>Donations (total)</b>  | <b>254,558.44</b>   | <b>8,010,372.13</b> | <b>8,264,930.57</b>  |
| Private donations   | 104,558.44          | 8,010,372.13        | 8,114,930.57         |
| Corporate donations   | 0.00                | 0.00                | 0.00                 |
| Donations earmarked for the realization of the Wikidata project                   | 150,000.00          | 0.00                | 150,000.00           |
| Donations received in the fiscal year but not yet used                            | -3,829,917.87       | -551,379.00         | -4,381,296.87        |
| Use of donations received in the previous year                                    | 845,900.05          | 280,000.00          | 1,125,900.05         |
| <b>Cash inflow from fines</b>   | <b>1,445.00</b>     | <b>0.00</b>         | <b>1,445.00</b>      |
| <b>Membership fees</b>  | <b>325,993.00</b>   | <b>0.00</b>         | <b>325,993.00</b>    |
| <b>Allocations from FG to WMDE</b>  | <b>2,600,000.00</b> | <b>0.00</b>         | <b>2,600,000.00</b>  |
| <b>Donations pledged in the current fiscal year for the following fiscal year</b> | <b>3,400,000.00</b> | <b>0.00</b>         | <b>3,400,000.00</b>  |
| <b>Royalties</b>  | <b>10,416.67</b>    | <b>0.00</b>         | <b>10,416.67</b>     |
| <b>Other income</b>   |                     |                     |                      |
| Grants / income from various projects   | 185,307.00          | 0.00                | 185,307.00           |
| Grants from other Wikimedia Chapter   | 12,538.77           | 0.00                | 12,538.77            |
| Income from continuing operations   | 17,622.31           | 21,978.39           | 39,600.70            |
| <b>Interest income</b>  | <b>451.32</b>       | <b>25,156.50</b>    | <b>25,607.82</b>     |
| <b>TOTAL REVENUES</b>   | <b>3,824,314.69</b> | <b>7,786,128.02</b> | <b>11,610,442.71</b> |

There are two reasons why some items do not show an amount (0.00). One is the switch to German Commercial Code

accounting. The other is that the Fördergesellschaft did not post any other cash inflow besides donation revenue.

2012

| WMDE                | FG                  | TOTAL                |
|---------------------|---------------------|----------------------|
| <b>1,425,914.50</b> | <b>6,296,372.66</b> | <b>7,722,287.16</b>  |
| 120,316.12          | 6,178,110.42        | 6,298,426.54         |
| 1,029.03            | 118,262.24          | 119,291.27           |
| 1,304,569.35        | 0.00                | 1,304,569.35         |
| -3,309,028.84       | -280,000.00         | -3,589,028.84        |
| 0.00                | 3,077,239.21        | 3,077,239.21         |
| <b>2,470.00</b>     | <b>0.00</b>         | <b>2,470.00</b>      |
| <b>127,461.50</b>   | <b>0.00</b>         | <b>127,461.50</b>    |
| <b>1,970,000.00</b> | <b>0.00</b>         | <b>1,970,000.00</b>  |
| <b>2,600,000.00</b> | <b>0.00</b>         | <b>2,600,000.00</b>  |
| <b>25,000.00</b>    | <b>0.00</b>         | <b>25,000.00</b>     |
| 80,453.62           | 0.00                | 80,453.62            |
| 29,380.00           | 0.00                | 29,380.00            |
| 7,881.57            | 1,152.58            | 9,034.15             |
| <b>58.43</b>        | <b>24,165.70</b>    | <b>24,224.13</b>     |
| <b>2,959,590.78</b> | <b>9,118,930.15</b> | <b>12,078,520.93</b> |

2011

| WMDE              | FG                  | TOTAL               |
|-------------------|---------------------|---------------------|
| <b>239,577.70</b> | <b>3,850,119.63</b> | <b>4,089,697.33</b> |
| 127,009.69        | 3,764,823.16        | 3,891,832.85        |
| 4,235.01          | 85,296.47           | 89,531.48           |
| 108,333.00        | 0.00                | 108,333.00          |
| 0.00              | 0.00                | 0.00                |
| 0.00              | 0.00                | 0.00                |
| <b>0.00</b>       | <b>0.00</b>         | <b>0.00</b>         |
| <b>54,442.00</b>  | <b>0.00</b>         | <b>54,442.00</b>    |
| <b>470,000.00</b> | <b>0.00</b>         | <b>470,000.00</b>   |
| <b>0.00</b>       | <b>0.00</b>         | <b>0.00</b>         |
| <b>25,000.00</b>  | <b>0.00</b>         | <b>25,000.00</b>    |
| 34,428.53         | 0.00                | 34,428.53           |
| 11,286.39         | 0.00                | 11,286.39           |
| 10,456.29         | 0.00                | 10,456.29           |
| <b>4,703.30</b>   | <b>12,732.99</b>    | <b>17,436.29</b>    |
| <b>849,894.21</b> | <b>3,862,852.62</b> | <b>4,712,746.83</b> |

# COST DISTRIBUTION BY GOALS AND DEPARTMENTS

The 2013 Annual Plan focused the association's work on four core goals: community support, diversity, reader perspectives, and cooperations to promote free knowledge. This section looks back at the outcomes for the year.

**GOAL 1: Wikimedia Deutschland will simplify and improve cooperation with and within the communities on a permanent basis.**

A new understanding of the association's role is at the heart of this goal. Our top priorities within the communities were to support decision-making processes, strengthen motivation and fund volunteers better than ever before. With the help of numerous volunteers, we organized WikiConvention, the biggest community event in the German-speaking world. Over 200 active volunteers from Wikimedia projects all over Germany met

and shared in Karlsruhe from November 22-24. We held discussions and talks on technical tools for editing Wikipedia articles as well as photography workshops. But the focus of the [WikiConvention](#) was on personal interaction between volunteers, who are normally only connected to each other via the Internet.

Wikimedia Deutschland also supported communities in 2013 by loaning them technology. Photos, video and audio really bring Wikimedia projects to life – but not everyone has the right equipment on hand. We managed to help them by renting out photo or video kits 140 times to volunteers over the year, which they used to make images and video for Wikimedia projects. The association also awarded 63 library and literature scholarships, giving volunteers a chance to put their special research ideas into action.

The association also saw to it that in 2013 volunteers would be insured while they were working on Wikimedia projects. Volunteers from Wikimedia communities often meet in small or large groups to do things like collaborate on Wikipedia articles. The insurance that Wikimedia Deutschland took out for 50 community events was an entirely new offering in 2013. This meant that about 950 volunteers were fully insured while they were generating free content for Wikimedia projects.

WikiConvention 2013 brought Wikimedia project volunteers together in Karlsruhe.



**GOAL 2: Wikimedia Deutschland will increase the diversity of knowledge in Wikimedia projects.**

The more diverse the people who do things like write Wikipedia articles, the more diverse the knowledge that these activities make available to the world. That is exactly what we mean when we say we want to increase the diversity in Wikimedia projects. In 2013 we concentrated on connecting actors, improving communication among them and heightening awareness of diversity within the association. Working with Wikimedia Nederland, Wikimedia UK and the Wikimedia Foundation, we held the [Wikimedia Diversity Conference](#), which featured workshops and talks that inspired new ideas and projects.

One aspect of this was gender diversity and the question of how to motivate more women to get involved in Wikimedia projects. Another was geographic diversity – after all, many cultures and languages are still underrepresented in Wikimedia projects, especially cultures and languages from the southern hemisphere. In partnership with the Beuth University of Applied Sciences we developed the theoretical groundwork for a concept aimed at helping to increase diversity within Wikipedia and its sister projects. The result was a paper that identifies specific action areas and offers a set of measures that will lead to pilot projects in 2014. In cooperation with the [EU's klicksafe campaign](#) Wikimedia Deutschland also developed teaching and learning materials in 2013 for using Wikipedia in the classroom.

**GOAL 3: Wikimedia Deutschland will enable readers to bring their personal perspective into the Wikimedia projects.**

Millions of people read Wikipedia but only thousands of them actively contribute and modify, improve or add to Wikipedia content. That's a small percentage. To gather information about reader perspectives and interests, we got together with the Wikimedia Foundation to develop something called the [Article Feedback Tool \(AFT\)](#). This tool underwent practical tests in multiple Wikipedia language versions in 2013, including the German version.



Wikimedia Deutschland's Communities Team assisted during the test Phase. How well do readers and active volunteers interact at the technical level? How high is the quality of contributions? What kind of improvements come about? To our disappointment, an evaluation of

[More diversity was the topic at Wikimedia Diversity Conference 2013 in Berlin.](#)

the responses from the test phase showed that the wishes and suggestions people expressed could not be implemented. This was partly because volunteers were unable to implement them and partly because most responses were not constructive.

As a result, the community decided not to deploy the AFT for an extended period. And Wikimedia Deutschland did not allocate any more of its budget for the tool. The test did not produce the desired results in the other tested language versions either, so the AFT test phase was not extended for those language versions.

Widening our horizons at the Wikidata Meets Archeology academic symposium.

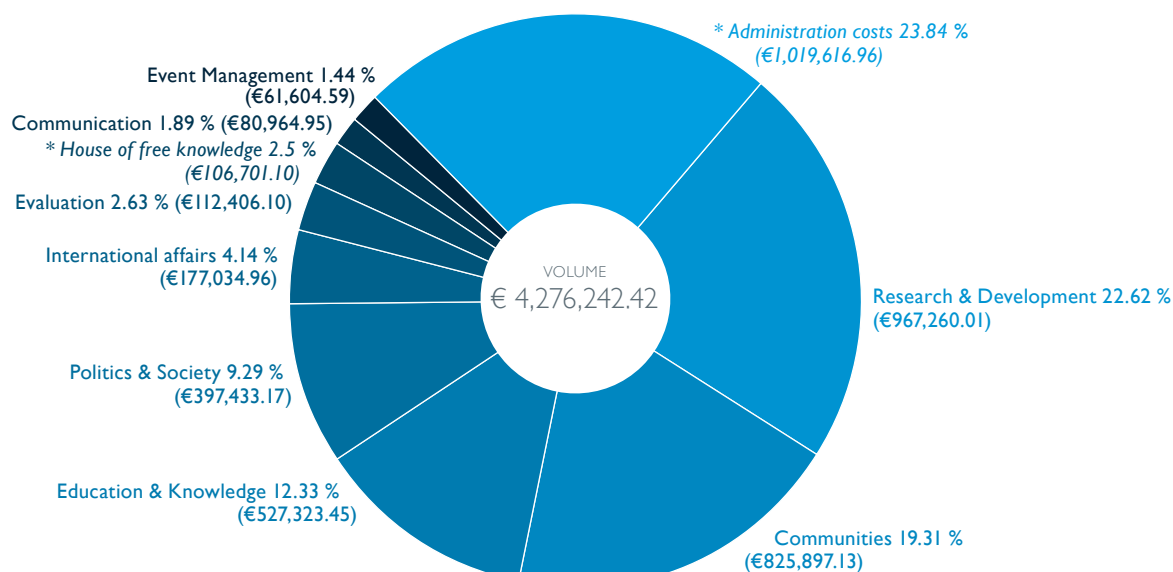


#### GOAL 4: Form new cooperations to establish the concept of free knowledge on a broader basis.

We worked to reach this goal using a variety of means in 2013. One of them was to hold the [OER Conference](#), which aimed to network different actors involved with all aspects of free knowledge in the education sector. The German UNESCO Commission was the conference patron, and the Berlin-Brandenburg Broadcasting Media Authority provided media coverage of the event. With about 300 attendees, including partners such as Creative Commons Deutschland, Co:llaboratory and Werkstatt.bpb, the conference was a complete success. Other initiatives aimed to provide access to state-owned works at the cultural and political level. We were successful in these areas too in 2013. One example was our application to change German copyright law, which led the State of Berlin to release all of its geodata for commercial and non-commercial use.

To strengthen the position of free knowledge at the EU level, we actively developed connections with other Wikimedia chapters. The result was the [Free Knowledge Advocacy Group](#), which eight national organizations have already joined. Another focus was on developing and expanding partnerships in the cultural sphere. Two examples of the potential in collaborating with Wikimedia projects were 2013's conference series [Shaping Access](#) and the academic symposium [Wikidata Meets Archeology](#).

## EXPENDITURE BY DEPARTMENT



\* Not a department; rather an item of expenditure

## DEVELOPMENT OF DIRECT TO INDIRECT PROJECT EXPENDITURE

|                              | 2013 (in euros)     | in %       | 2012 (in euros)     | in %       | 2011 (in euros)     | in %       |
|------------------------------|---------------------|------------|---------------------|------------|---------------------|------------|
| Direct project expenditure   | 3,256,625.46        | 76.16      | 2,517,135.36        | 75.49      | 1,173,321.81        | 74.30      |
| Indirect project expenditure | 1,019,616.96        | 23.84      | 817,439.12          | 24.51      | 405,756.68          | 25.70      |
| WMDE                         | 567,689.23          |            | 443,773.62          |            |                     |            |
| WMFG                         | 451,927.73          |            | 373,665.50          |            |                     |            |
| <b>Total (incl. WMFG)</b>    | <b>4,276,242.42</b> | <b>100</b> | <b>3,334,574.48</b> | <b>100</b> | <b>1,579,078.49</b> | <b>100</b> |

# TO CONNECT & ENABLE

Now that we've looked back at our finances and activities for 2013, we'll turn our gaze to the future with an outlook for 2014.

We want the idea of connecting and enabling to be the common thread running through all of the work that Wikimedia Deutschland does in 2014 – from enhanced support for volunteers all the way to our education, research and cultural engagement. The association considers its work to be less of a center point but more of a connection of different networks. We believe the most important elements in this are personal interaction between volunteer Wikimedia contributors, the association's full-time employees, partner organizations, social and political

nization decided to take up the challenge of systematically monitoring and evaluating our work to enable continuous improvements in what we do. The results can be found in our quarterly reports ([www.meta.wikimedia.org/wiki/Wikimedia\\_Deutschland](http://www.meta.wikimedia.org/wiki/Wikimedia_Deutschland)). In our annual plan for 2014 we transformed all of the projects that pursue a common long-term goal into cross-departmental programs. For each program we developed a performance model that describes how to reach the stated goal in a sequence of steps that build on one another. All of our operational goals for 2014 fit into one of the following three programs.

## VOLUNTEER SUPPORT PROGRAM

The Volunteer Support Program is about providing the best possible support to people who are working as volunteers on Wikimedia projects.

In 2014 we aim to achieve this by improving and expanding the funding we offer them. The newly created [Förderprogramm Freies Wissen \(Funding Program for Free Knowledge\)](#) is one example. It exists to develop ideas and roll out projects for creating, accessing and disseminating free knowledge. Improving diversity within Wikimedia projects will play a major role in many initiatives too. We will help improve social structures and communication structures in the communities in 2014 by assisting them with organizing volunteer meetings such as [WikiConvention](#) and building up local community support points.



Volunteers visit Oberlausitzische Bibliothek der Wissenschaften in Görlitz as part of GLAM on Tour.

actors and other parties with an interest in free knowledge. We are really looking forward to being able to offer our location as a place for them to actively share their ideas and collaborate creatively. During the course of 2013 we as an orga-

## INSTITUTIONAL PARTNERSHIPS PROGRAM

Within this program we want to develop and strengthen relationships with cultural, educational and academic institutions. Our long-term goal is for these institutions to give us access to their content for Wikimedia projects, which may include things like digital photographs from art galleries or archived animal calls from natural history museums.

For example, 2014 is the start of the [Coding da Vinci](#) project, which brings cultural institutions and computer programmers together to develop new applications from open cultural assets. In the [GLAM on Tour](#) project (GLAM = Galleries, Libraries, Archives, Museums), Wikimedia communities meet at selected cultural institutions to do things like create images for the Wikimedia Commons media archive or compose articles for Wikipedia. In 2014 we want to continue to encourage networking with new partners through conference series like [Shaping Access](#).



## LEGAL AND SOCIAL FRAMEWORK PROGRAM

Everything in this program revolves around the parameters for free knowledge. We want them to improve, not deteriorate, which is why we are working to influence decision-makers in politics and society. Our [Get Visible](#) initiative, for example, aims to improve information sharing at the EU level. [The Monsters of Law](#) event series discusses legal topics like data protection and copyright law and searches for alternative approaches. Actively raising awareness and developing positions on Open Education is the subject of our [OER Conference](#), which will take place for the second time in 2014.

The [Shaping Access](#) conference at the Jewish Museum generated widespread interest.



Open Educational Resources: a talk during the OER Conference 2013.

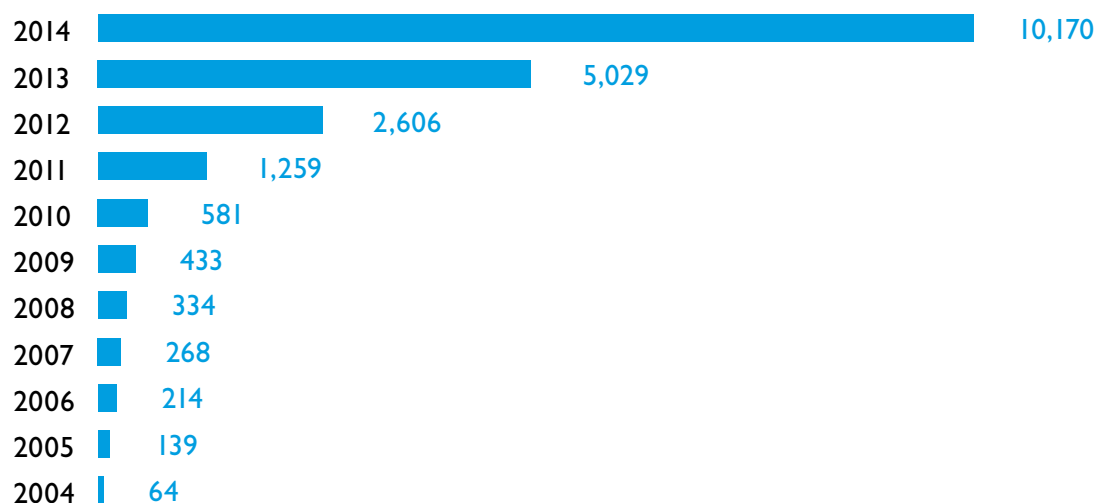
# MEMBERS

More donors. More members. Support for Wikimedia Deutschland has been increasing steadily in recent years. We are on the way to becoming a society for the advancement of free knowledge. Literally.

| MEMBER NUMBERS                  | 2014          |
|---------------------------------|---------------|
| Active contributors             | 1,750         |
| Funders                         | 8,420         |
| <b>Total</b> (as of March 2014) | <b>10,170</b> |

| NEW MEMBERS AS A RESULT OF FUNDRAISING CAMPAIGN | 2013         |
|---|--------------|
| Active contributors                             | 46           |
| Funders   | 2,570        |
| <b>Total</b>                                    | <b>2,616</b> |

## MEMBER NUMBERS (growth since 2004)



| AVERAGE DONATIONS |            |
|-------------------|------------|
| Per second        | 1.24       |
| Per minute        | 75.00      |
| Per hour          | 4,484.00   |
| Per day           | 107,620.00 |

| AVERAGE DONATIONS PER ANNUAL FUNDRAISING CAMPAIGN |       |
|---|-------|
| 2013  | 21.28 |
| 2012  | 22.58 |
| 2011  | 23.69 |



## IMPRINT

**Editorial team:** Tjane Hartenstein,  
Michael Jahn

**Responsible for content:** Pavel Richter

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[www.leomaria.de](http://www.leomaria.de)

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p. 6 top: WMDE\_TU23\_All\_Hands (Photo: Sebastian Sooth, CC-BY-SA 3.0)

p. 6 bottom: WMDE\_TU23\_Lounge\_2 (Photo: Tjane Hartenstein, CC-BY-SA 3.0)

p. 9 left column top: WMDE\_TU23\_All\_Hands\_2 (Photo: Sebastian Sooth, CC-BY-SA 3.0)

p. 9 left column bottom: OER Konferenz (Photo: DerHexer, via Wikimedia Commons, CC-BY-SA 4.0)

p. 9 right column: I. Treffen der Arbeitsgruppe EU-Policy (Photo: Lilli Iliev, via Wikimedia Commons, CC-BY-SA 3.0)

p. 20: WikiCon 2013 (Photo: Romaine, via Wikimedia Commons, CC0)

p. 21: Wikimedia Diversity Conference, 9 & 10 November 2013, Berlin (Christopher

Schwarzkopf, via Wikimedia Commons, CC-BY-SA 3.0)

p. 22, from left: Jens Best, Supervisory Board of Wikimedia Deutschland; Dagmar Schmid; Martin Rulsch, Supervisory Board of Wikimedia Deutschland; Hartmann Linge, Wikipedia limes project; Marcus Cyron, Wikipedia Portal Archäologie (Photo: Katja Ullrich, via Wikimedia Commons, CC-BY-SA 3.0)

p. 24 GLAM on Tour Görlitz in der Oberlausitzischen Bibliothek der Wissenschaften (Photo: Katja Ullrich, via Wikimedia Commons, CC-BY-SA 3.0)

p. 25 top: Foto der Konferenz „Zugang gestalten“, die am 28. und 29. November 2013 im Jüdischen Museum Berlin stattgefunden hat (Photo: David Jacob, via Wikimedia Commons, CC-BY-SA 3.0)

p. 25 bottom: OER Konferenz 2013 (Photo: Agnieszka Kroluk, via Wikimedia Commons, CC-BY-SA 3.0)

p. 27: WMDE\_TU23\_Veranstaltungskalender (Photo: Tjane Hartenstein, CC-BY-SA 3.0)

p. 28: WMDE\_TU23\_Gang (Photo: Sebastian Sooth, CC-BY-SA 3.0)



Wikimedia Deutschland  
Gesellschaft zur Förderung Freien Wissens e. V.  
PO Box 61 03 49 / 10925 Berlin  
Tempelhofer Ufer 23-24 / 10963 Berlin

Fon: +49 (0)30 219 158 26-0 / Fax: +49 (0)30 219 158 26-9  
E-Mail: [info@wikimedia.de](mailto:info@wikimedia.de) / Website: <http://wikimedia.de>  
Blog: <http://blog.wikimedia.de> / Twitter: <http://twitter.com/WikimediaDE>  
Facebook: <http://facebook.com/WMDEeV>