



Fundraising Report

for 2010/2011 fundraising drive



Wikimedia Australia Fundraising Report

Foreword

2010 saw Wikimedia Australia included as a partner in the Wikimedia Foundation's online fundraiser for the first time. Despite a somewhat hurried start, the fundraiser was a great success, with more than double our initial estimate of \$150,000 being raised.

This document covers the results of the fundraiser, how the money is to be distributed between the various fundraising parties, and considers some possible improvements to the process for the next fundraiser.

Craig Franklin
Treasurer - Wikimedia Australia

Acknowledgements

It would not be right not to acknowledge the contributions of many individuals who had a part in the success of the fundraiser. I am particularly appreciative to John Vandenberg, Brian Salter-Duke, and the other members of the Wikimedia Australia committee for their timely and prompt responses to questions and for doing a lot of behind the scenes work to make sure we were properly registered and ready to fundraise. Invaluable technical assistance was provided by Tim Starling and James Alexander. Adam Jenkins and User:Elekhh came up with some fantastic banner designs which were well received by the community, and Moushira Elamrawy from the Wikimedia Foundation who was always able to give us prompt and valuable advice on what was happening in that organisation.

Without these people, the fundraiser would not have been a success.

Definitions

Throughout the rest of this document, the following abbreviations will be used:

- AUD: Australian Dollar. All money amounts are listed in Australian Dollars unless otherwise noted.
- WMAU: Wikimedia Australia Inc, a non-profit organisation incorporated in the state of Victoria, Australia.
- WMF: Wikimedia Foundation, Inc, an organisation based in San Francisco, USA.

Breakdown of Figures

The total amount received in donations during the fundraiser that could be definitively tracked back to the fundraising effort by WMF was \$340,351.70. A small number of other donations were also received during the two month period that could not be connected with certainty back to the fundraiser. These donations were in line with WMAU's regular rate of donations, and thus were not considered in this breakdown.

A month-by-month breakdown is as follows:

Month	Gross Receipts	Fees	Refunds	Net Receipts
November 2010	222,486.35	7,663.97	25.00	214,798.28
December 2010	80,525.46	2,729.98	0.00	77,795.48
January 2011*	37,339.89	1,555.83	50.00	35,735.56
Total	340,351.70	11,949.78	75.00	328,326.92

* Only up to and including 15 January, when the fundraiser officially ended.

Administration Costs

In addition to the fees charged by PayPal listed above, there were also costs related to administration and management of the fundraiser. These primarily related to receiving the necessary authorisation to conduct fundraising activities in the various states and territories of Australia, all of which have different requirements and laws, and filing various forms and documentation with government authorities.

Due to the committee changes that occurred just before the start of this fundraiser, it was necessary to submit documentation anyway, it is proposed that WMF not be oncharged for this.

WMF's share of fundraising costs

The basic agreement of the fundraising agreement between WMAU and WMF is that each party will receive a fifty percent share of gross fundraising revenue. However, there is provision in the agreement for WMF to absorb fundraising-related expenses up to a maximum of ten percent of the gross receipts into their share.

It is proposed that all PayPal fees be absorbed by WMF, and all other fundraising-related expenses (including refunds) be absorbed by WMAU.

Using this formula, the following distribution of funds be undertaken:

$$\begin{aligned} \text{WMAU:} & \quad (340351.70 / 2) + 11949.78 - 75 = \$182,050.63 \\ \text{WMF:} & \quad (340351.70 / 2) - 11949.78 + 75 = \$158,301.07 \end{aligned}$$

This will result in WMF receiving approximately 46.5% of the total money received.

Process Improvement

While the fundraiser was very successful, in any process there is room for improvement. Following are my observations on ways that the fundraising process could be improved next year:

- Many of the technical aspects of the fundraiser were opaque and poorly documented. While we eventually cobbled together a donation page that worked, it was only because we copied what Wikimedia Hungary had put together, not because we were able to construct it with the information that WMF gave us. Better documentation and cleaner template syntax would help us to customise our appeal for better returns next year.
- The WMF emailing donors in our territory who had already donated came across as extremely rude to some of our donors, and we did cop some complaints about that. More disappointing was the very quick tossing of the issue into the “too hard” basket when it was brought up on mailing lists. This is an issue that chapters and the WMF should put some effort into addressing before next year’s fundraiser.
- Much of the communication was balkanised across a number of communications channels, including the internal-l and fundraising-l email lists, meta, the internal Wiki, and other places. This meant that often something which somebody had said hadn’t been received by all participants, leading to confusion and miscommunications. It would be best if *all* official communication could take place on one channel next year (ideally, the fundraising-l mailing list) to avoid these problems.
- An automatic logging component to the CentralNotice page on Meta, rather than having to manually update [CentralNotice/Log](#) would be helpful. At times neither we nor WMF staff updated this log, creating confusion. Automatically logging pages, whether through a bot, extension, or some other mechanism, would remove a lot of potential for misunderstandings.
- While only a very minor issue, the ‘donation spreadsheet’ adhering to European conventions on decimal punctuation on Australian tabs was irritating and required manual entry to correct, as all of our systems used British/Australian conventions. If this could be adjusted next year it would save precious minutes!

None of the above points should be taken as wholesale criticism of the way that the fundraiser was run by WMF, which Wikimedia Australia is broadly very happy with. They are merely suggestions about improvements that could happen next year which would give chapters more time to concentrate on fundraising, and less on dealing with administrative issues.