

Summary of the 2024 Social Impact Reporting

Virtual presentation for the members of the association
16/4/2025

Initial remarks

We decided to produce a Social Impact Reporting:

- That is a summary document of projects and activities
- With an improved visual impact
- With numbers/indicators in some infographics
- With quotes and testimonials from volunteers and partners



01

Our Identity

Chapters 1-3

- Letter from the Board of Directors
- Methodological note
- Our identity
- Mission, values, vision
- The projects
- Our stakeholders



Immagine di Wikimedia Foundation rielaborata da Wikimedia Italia,
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The members

- 282 members in 2024 (+43 -108)
- 56 women - 225 men
- Average age: 51 years old
- The youngest member is 19 years old and the oldest one is 88 years old



The volunteers

Volunteers that have carried out at least one activity for the association (-)

2021: 286

2022: 232

2023: 283

2024: 282 (-1)

Volunteers registered in the non-occasional volunteers register (+)

2021: 39

2022: 46

2023: 53

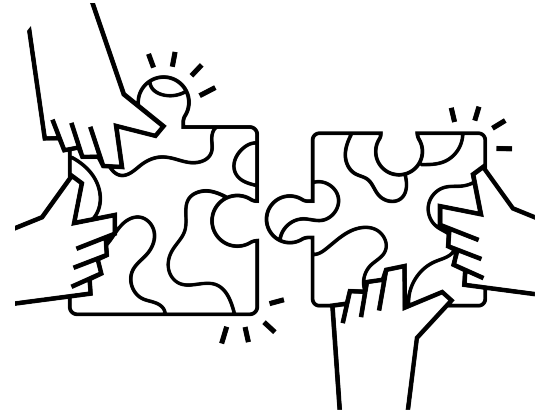
2024: 63 (+10)

02

**Growing
Projects
Communities**

Projects Communities

- Funded projects proposed by volunteers: 41
- EUR invested: 70.000
- Volunteers promoting initiatives: 26
- **Volunteers Hub**: approved 4 projects out of 9 presented, for a total cost of 9.663,83 EUR.
- **Microgrant**: 37 funded requests, for a total of 16.469 EUR provided



03

Growing the free knowledge heritage

Free Contents

- Funds invested for the increase and improvement of free contents: 120.000 EUR
- Entities involved in content sharing: 332
- Contents released: 42 complete books and 3400 images belonging to cultural entities released under free license + 40,000 photographs taken and shared for WLM
- Content usage: 3600 files used on Wikimedia projects, 4 million views per month



04

Communication and advocacy

Communication and advocacy

- Press: 728 articles talked about us
- Facebook: 17.682 followers, 1.8 mln views, 3.8 mln reach
- Instagram: 3551 followers, 84705 views, 151.161 reach
- Website: 593.879 views, 466.225 visitors
- Events: 171 in person/virtual events
- ‘Advocacy Meet Up’ participation and joining of the ‘TAROCH Coalition’ - Towards a Recommendation on Open Cultural Heritage



06

Economic and Financial situation

Revenues

5x1000

81%

Projects

11%

Fundraising

7%

Membership Fees

1%

Expenditures

Free Contents

33%

Structure

27%

Projects

17%

Communication
and Advocacy

16%

Fundraising

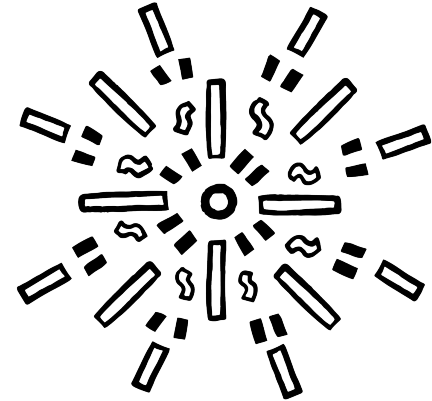
7%

07

Fundraising

Fundraising

- 5x1000: 502.951,19 EUR / 10.980 signatures
- Individuals and Corporate: 44.738 EUR
- N. Donors: 886
- N. Donations: 1.538
- Average Donation: 21,72 EUR Individual / 134,66 EUR Businesses
- New Donors: 391
- Individuals 84% / Corporate 16%
- Average Age: 60 years old
- Gender : 80% men / 20% women



08

Sustainability Goals 2030

SDG Wikipedia linked projects + OpenStreetMap



United Nations, Public domain, via Wikimedia Commons



Thank You!