

# Wikimedia Endowment Annual Report 2023-24



# The Internet We Were Promised

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“‘The Internet We Were Promised’ is more than a headline — it’s a promise we’re fulfilling together.”

## President’s Message

The idea of Wikipedia can be traced back to the very beginning of the World Wide Web, when computer scientist Sir Tim Berners-Lee first envisioned a place where knowledge would be freely available to everyone. In 1991, speaking about how he invented the World Wide Web, Berners-Lee said, “This project is experimental and of course comes without any warranty whatsoever. However, it could start a revolution in information access.”

Wikipedia is the embodiment of that information revolution — a repository of the world’s knowledge that gives anyone, anywhere instant access to 60 million articles across 300+ languages. If Wikipedia had a “warranty,” it would be the Wikimedia Endowment — a fund ensuring long-term financial support for the Wikimedia projects at a time when Wikipedia’s role is more vital than ever.

Jimmy Wales founded Wikipedia in 2001, when the internet was showing the first big promise of where it could go. Every year since then has brought advances — technological and social — that have evolved the way people use the internet, and what they use the internet for. From the rise of mobile-first internet to the rapid advancements in AI, the digital landscape keeps evolving — and Wikipedia adapts with it, to meet the needs of our readers, contributors, and donors. Now in its third decade, Wikipedia leans on its original principles of neutrality, verifiability, and accessibility as it introduces new technologies, from mobile-first editing to machine learning tools to help editors fight mis- and disinformation.

Beyond securing its future, the Wikimedia Endowment is also strengthening Wikipedia in the present — funding technical innovations that keep Wikipedia relevant in an evolving digital landscape. In this year’s Annual Report, you’ll read how the Endowment is advancing editing tools that Wikipedia’s volunteers need to expand the knowledge we all depend on. You’ll also read how funding from the Endowment is bolstering a project that gives millions of people a way to access the sum of all human knowledge even without an internet connection. Even as phones and other technologies continue to get smarter, a large swath of the world needs help to benefit from the internet — and the Wikimedia Endowment is providing that access.

“The Internet We Were Promised” is more than a headline or a slogan. It’s a promise that we’re fulfilling with the support of people around the world — including donors to the Wikimedia Endowment, volunteer editors on Wikipedia, software engineers at the Wikimedia Foundation, and scores of others on every continent who want an internet that embodies the internet’s highest ideals. These ideals are what make Wikipedia so impactful. Every year, billions of people rely on it for knowledge that is neutral, verifiable, and freely available — no matter what they’re searching for.

All of you have a hand in Wikipedia’s evolution. You have witnessed Wikipedia’s growth from what it could be to what it is today. The Wikimedia Endowment is our promise that Wikipedia will be there tomorrow and for future generations. It’s a commitment that is resolute, and a responsibility that we’re proud to carry on with your support.

With gratitude,

Lisa Seitz Gruwell

President, Wikimedia Endowment

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Funding recipients:  
Where Your Support Makes an Impact

## Here are four key projects that benefited from the Endowment's support in 2023-2024

By funding four distinct projects in the 2023-2024 fiscal year, the Wikimedia Endowment made a major impact both online and offline, benefiting millions of people across Wikipedia and its sister projects. As a long-term financial anchor, the Endowment secures the future of these platforms while simultaneously enhancing their present-day accessibility and technical infrastructure to ensure free knowledge remains available to all.



## Funding recipients: Where Your Support Makes an Impact

The Wikimedia Endowment uniquely balances immediate and long-term impact — improving key Wikimedia projects today while safeguarding the broader knowledge ecosystem for future generations. By maintaining and

advancing Wikipedia's reach, the Endowment remains the only fund with the dual ability to directly enhance Wikimedia's core platforms while preserving their sustainability for years to come.

### **The Endowment's four funded projects in the 2023-2024 fiscal year were:**

- **Kiwix:** The offline reader and nonprofit organization is empowering users in regions with limited internet access — enabling offline access to Wikipedia's vast knowledge base.
- **Abstract Wikipedia & Wikifunctions:** The projects are expanding knowledge across languages to ensure Wikipedia remains a truly global resource.
- **Machine Learning:** This project is leveraging AI to ensure Wikipedia's content is high quality, accurate, and up to date.
- **Wikidata:** This project is strengthening Wikipedia's interconnected knowledge structure, making it more accessible and useful across languages and platforms.

Kiwix, an offline way to access Wikipedia, embodies the Endowment's ethos to advance accessibility. A groundbreaking project dedicated to democratizing access to Wikipedia and other educational content, Kiwix aims to make vast repositories of knowledge accessible to

everyone, regardless of their internet connectivity status. More than 10 million people use Kiwix, and during the 2023-2024 fiscal year, the Endowment's funding ensured that Kiwix would work for users in the best way possible. Because of the Endowment's funding, "We kept Kiwix up, and improved the

way it was running,” says Kiwix co-founder Stephane Coillet-Matillon.

Among the users who benefited from the Endowment’s funding of Kiwix: People in war-torn countries, where the internet is often disrupted for students and others who badly need access. Yemen, for example, which has experienced a civil war for a decade, is regularly in Kiwix’s top-five countries for individual downloads.

With the Endowment’s funding, Kiwix was able to release a milestone tool called “Wikipedia on demand,” which gives users the ability to read Wikipedia’s knowledge on specific subjects — from math and science to cultural events like the soccer tournament the Africa Cup of Nations. The demand for Wikipedia on Kiwix is a major reason that the Endowment chose Kiwix as one of its funded projects in the 2023-2024 fiscal year.

Abstract Wikipedia, which aims to create a language-independent version of Wikipedia, is another groundbreaking project that, with the help of the Wikimedia Endowment, has made significant progress in the 2023-2024 fiscal year. Wikifunctions is the central hub for code in Abstract Wikipedia. It stores “functions” — pieces of code that help create content for different Wikipedia language editions. In the 2023-2024 fiscal year, the Wikimedia Foundation’s Abstract Wikipedia team expanded

Wikifunctions by building a growing global community of contributors.

On Wikifunctions, people from more than 50 countries made more than 120,000 contributions; viewers came from more than 200 countries; and pageviews crossed three million. This is the practical result that the team had planned for at the outset of Abstract Wikipedia and Wikifunctions in 2020: People working together from around the world; people collaborating with conviction in multiple languages; and people who are committed to establishing the groundwork for a project that will reach much, much higher in the years ahead. We estimate that upwards of 1.3 billion new people may use Wikipedia after Abstract Wikipedia adds articles throughout Wikipedia’s 300+ language editions.

With the Endowment’s funding, staff working on the Wikimedia Foundation’s Machine Learning project were also able to significantly advance their work to help Wikipedia editors. Machine Learning advanced its infrastructure through modern GPU hardware, which enabled greater experimentation, increased model training, and live feature deployment.

Machine learning models are essentially programs that analyze data and make predictions. Using machine-learning models, the Foundation’s Machine Learning team is building tools to suggest valuable edits that newcomers

and experienced users can make to improve Wikipedia articles. Editors are crucial for Wikipedia’s continued reach and impact, so making it easier for editors to make edits is a fundamental part of our work with AI and machine learning.

Wikidata was able to increase its impact in the 2023-2024 fiscal year. It did this through a series of improvements, which included creating a portal that makes it easier for developers to work with Wikidata, and publishing an online course that explains how to contribute to Wikidata. During the year, Wikidata crossed a huge milestone: its two billionth edit. That makes Wikidata the first and only Wikimedia project with two billion edits. Besides being the most edited project among the Wikimedia Foundation’s host of websites, Wikidata is the one that helps virtual assistants like Siri and Alexa provide answers to tens of millions of queries — which in itself continued to be an achievement of note in the 2023-2024 fiscal year.





## Donors: Our Supporters, Our Strength

The change happens every year when the Endowment funds technical innovation, which improves knowledge sites that have a direct impact on users' lives. The change is also happening across decades since the Endowment is helping to ensure that Wikipedia and its sister projects exist for future generations.

The ability to make this kind of outsized difference is why so many donors are funding the Wikimedia Endowment. You'll get to meet some of them in this Annual Report. They represent the Endowment's wide range of donors: Philanthropists who've given at a high level; a member of the Wikipedia Legacy Society, whose donors have pledged a legacy gift to the Endowment; and a donor who's giving from his retirement account.

The momentum that these donors give to Wikipedia comes at a time of even greater promise for the Wikimedia Endowment. A new multi-year fundraising effort is now underway, aiming to grow the Endowment and expand long-term support for Wikipedia and its sister projects. At the heart of this effort is a recognition of what makes these projects so vital: their human-led content. This is the same content that powers much

of the internet's knowledge — including AI tools, search engines, and voice assistants — and stands apart for its accuracy, integrity, and public-minded purpose. The volunteers and contributors who build and maintain Wikipedia do so not for profit, but to ensure that reliable knowledge is freely available to everyone, everywhere.

The Wikimedia projects are the world's largest collection of human knowledge. Every donation to the Wikimedia Endowment is an investment in Wikipedia's long-term sustainability — funding essential projects that keep Wikipedia relevant, accessible, and reliable for future generations. Every donor to the Wikimedia Endowment has a hand in the human-led knowledge that has become more important than ever in the era we live in. The donors in this Annual Report are a reflection of this collaborative impulse that is taking Wikipedia and its sister projects to even greater heights.

Endowment Donors: Shashi and Margaret Gupta

## The Guptas' “global” view inspired their generosity toward Wikipedia

Shashi Gupta has used Wikipedia for as long as Wikipedia has existed, and he's come to respect its knowledge base so much that he uses Wikipedia this way: “I've told people who started sending me stuff from social media to stop doing that and to send me the Wikipedia equivalent.” Shashi laughs as he says that, as does his wife, Margaret Gupta — but they're more serious when they explain why they're strong advocates of the Wikimedia Endowment.



## Endowment Donors: Shashi and Margaret Gupta

The Guptas have supported the Endowment since 2020, and now support it through their philanthropic entity, the Gupta Family Foundation. The Guptas began supporting Wikipedia in 2009, when Shashi gave to the Wikimedia Foundation's annual general fund.

"We're happy to support it," says Margaret of the Wikimedia Endowment. "It's great (for the Wikimedia Foundation) to have a budget that supports operations from year to year, but it's another thing to have an endowment that sustains you far into the future. So we agreed that that is a very important thing to do."

The Guptas' foundation supports nonprofits on multiple continents, but they say it's a nonprofit's ability to lift people beyond a single moment that's most important. With Wikipedia, Shashi and Margaret Gupta point to its network of more than 200,000 editors, its base of more than 300 languages, and its reach that crosses the world — especially in countries where neutral information sources are scarce. Access to Wikipedia's knowledge, they say, helps the world see the world differently, and has the ability to dispel misinformation that can permeate people's lives for years.

"For us, the mission is to actually help people become self-sufficient," says Shashi, who earned an MBA and Ph.D from Michigan State University, and co-founded, with Margaret, a global IT services company called Apex CoVantage that they sold in 2021. "And in that mission, we support about 50 organizations around the globe, from Cambodia to America, Mexico to South Africa, and everywhere in between. That reflects our view that we are actual global citizens."

"Global" and "Wikipedia" are synonymous, but there's another word that comes to mind for the Guptas as they reflect on why they support the Wikimedia Endowment: "Continuation." Says Margaret: "We hope Wikipedia remains active and continues, especially in the countries that have relatively few or no sources of decent information. We know it's hard, but we think that's a really important part of your mission."

Legacy Society member: Adam Mackintosh

## He's leaving a mark on the world through music, with an eye on giving to Wikipedia

When Adam Mackintosh is working, he always has a guitar in his hands or somewhere nearby — whether he's performing on stage, teaching students how to play, or writing songs that he envisions being streamed on internet sites for decades and decades. Music is an essential part of Mackintosh's day-to-day life, including what he looks up on Wikipedia. His favorite article? The one that details the Brill Building — the landmark New York building where musicians such as Carole King, Burt Bacharach, and Paul Simon wrote and recorded some of music's most iconic tunes.



## Legacy Society member: Adam Mackintosh

Mackintosh's favorite nonprofit? The Wikimedia Foundation. That's why Mackintosh joined the Wikipedia Legacy Society in 2022. By pledging to make a gift to the Wikimedia Endowment through a will or other estate planning, donors in the Wikipedia Legacy Society are ensuring Wikipedia's future. Mackintosh has been a Wikipedia donor since 2016, and he says his commitment to Wikipedia is based on a simple premise: Wikipedia should be there for the next generation — just like it's there today for him and millions of others.

"You donate \$10 or whatever it is (to Wikipedia), and you're familiar with it," says Mackintosh, who's 52. "You respect the organization. You have a reason already. And then you go to write a will, and you think, 'Who am I going to leave all this stuff to?'"

Music, especially timeless music, deals in the past, the present, and the future simultaneously, he says — which means it relies on and preserves people's stories. Wikipedia, he says, plays a similar role in the world: It conveys current knowledge the way a teacher would, but it also has up-to-the-minute information about millions of subjects that give users new ways of understanding the world around them.

"Wikipedia preserves the story of us," Mackintosh says. "And without it, we're lost."

## Retirement Fund Donor: Richard Ruth

# Richard Ruth, who values Wikipedia's commitment to objective knowledge, donates from his 401k account to make a lasting impact.

At age 73, Richard Ruth is still working in a field that he's enjoyed for more than 40 years: The area of the automotive industry that focuses on automotive restraint systems (like seat belts and airbags) and Event Data Recorders (devices that record data about a vehicle's performance and systems — especially before, during, and after a crash). Richard worked at Ford Motor Company for 33 years and is now a consultant in Washington, DC.



## Retirement Fund Donor: Richard Ruth

It's when he started his consulting business that Richard realized how much he'd relied on Ford's information about car systems and the like — and how much Wikipedia and its vast knowledge about almost anything, including cars, could fill the void that he suddenly faced.

“For all of my fellow one-man bands or small companies, Wikipedia serves as our ‘research department’ for objective information — not some sales-pitch website,” Richard says. “When I retired from Ford and became a consultant I lost access to all (of Ford’s) official information,” he adds. “I quickly learned to appreciate that the many volunteer content creators and editors at Wikipedia had compiled much of the information about major changes to vehicle platforms and related models that I needed.”

Richard first began donating to the Wikimedia Foundation in 2013. A qualified charitable distribution (QCD) allows those who are 70 1/2 or older to donate directly from a taxable IRA instead of taking their required minimum distributions — so after Richard turned that age, he began supporting Wikipedia via QCD gifts. Not only does Richard love Wikipedia, he wants to help others benefit from independent knowledge.

“I’ve been frugal and realize I can’t spend all that 401k before I die, so I want to use more of it to help make the world a better place,” he says. “Knowledge is power, and Wikipedia helps regular people level the playing field with the corporate giants. Empowering others with the power of knowledge is the legacy I want to leave.”

Look ahead to 2024-2025

# Introducing the FY 2024-25 funding recipients

The Endowment made a new round of funding to support work for the 2024-25 period— again focusing on projects that are advancing Wikipedia’s technical infrastructure.

- **Kiwix:** Also a recipient of 2023-2024 funding, Kiwix is an offline reader for Wikipedia content that millions of people use around the world.
- **Abstract Wikipedia:** Also a recipient of 2023-2024 funding, Abstract Wikipedia is a Wikimedia Foundation project that aims to build a knowledge base that makes it easier to share, add, translate, and improve knowledge across languages on Wikipedia.
- **Future Audiences:** Another project of the Wikimedia Foundation, Future Audiences is a cross-team collaboration to explore how the Wikimedia Foundation can reach future audiences of knowledge seekers and contributors. Rather than building products, the work launches time-bound experiments to identify and recommend opportunities for the Wikimedia Foundation to innovate.
- **Improvements to MediaWiki:** MediaWiki is the free open-source software that powers Wikipedia — and also thousands of other websites that rely on its technical ability to let people collaboratively edit reference projects.

[Chaichaio, CC BY-SA 4.0, via Wikimedia Commons](#)





# “Magic” happens when you fund the Wikimedia Endowment

Wikipedia has now existed for a generation of people around the world. Its very first article appeared online in January 2001, followed by other articles that quickly signified that Wikipedia would be a serious and popular compendium of knowledge. Every year, more than a billion people use Wikipedia and its sister projects, which now form the largest shared knowledge source in human history. For future generations, though, these achievements won't matter if Wikipedia doesn't exist for them, too. Wikipedia itself would just be something to read about — like learning about an old encyclopedia from the 19th century that once made an impact on people's lives.

The Wikimedia Endowment is our commitment to Wikipedia's future — its future as a viable and impactful knowledge resource that will continue to be as important to people's lives as it is today. We share this commitment with every donor who gives to the Wikimedia Endowment. Whether you've donated \$10 or \$10,000, you've helped secure the future of Wikipedia. You've joined with other Endowment donors and with everyone else who supports the Wikimedia projects and are making them better now and for years to come. That includes the volunteer editors who are adding the knowledge we all use. That includes the people working on all the projects that the Endowment is funding.

We're all working together. In unison. For a cause that we all care about: Wikipedia.

There's so much to be proud of. So, thank you. Not just for your past support but for your future support. We're working with you to bring Wikipedia well into the future, where Wikipedia's even-more-robust knowledge base will do what it always has done: Give everyone insight about subjects they deeply care about. A single Wikipedia article can change how someone sees the world. A single donation to the Wikimedia Endowment can change how the Endowment grows and helps the Wikimedia projects. The result of a donation is something magical: The knowledge that you made a difference. As the Wikimedia Endowment continues to grow and to be even more impactful, we look forward to making a difference with you for many years to come.

# Leadership

## Board of Directors

Jimmy Wales  
Founder, Wikipedia Project  
and Board Chair

Phoebe Ayers  
Librarian, Massachusetts  
Institute of Technology

Peter Baldwin  
Co-Founder, Arcadia Fund

Annette Campbell-White  
Founder, Kia Ora Foundation

Mayree Clark

Alexander M. Farman-Farmaian  
Vice Chairman, Partner and  
Portfolio Manager, Edgewood  
Management

Michael Kim  
Founder, Cendana Capital

Lisa Lewin  
CEO in Residence, Primary  
Venture Partners

Patricio Lorente  
General Secretary of  
Administration, National  
University of La Plata

Doron Weber  
Vice President of Programs,  
Alfred P. Sloan Foundation

Laura Duchâtelet  
Founder, LD&U

## Staff Leadership

Lisa Seitz Gruwell  
President

Charles M. Roslof  
Secretary

Dhaval Patel  
Treasurer



# Financial Statement

The income statement  
for the Endowment ending  
June 30, 2024.

July 1, 2023 - June 30, 2024

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## Assets

Beginning assets (market value as of July 1, 2023)	\$119,412,698
Gifts received	\$13,416,423
Investment gains\losses	\$16,449,928
<b>Total:</b>	<b>\$149,279,049</b>

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## Expenses

Fundraising	\$1,170,684
General & Administrative	\$674,988
Programmatic	\$3,107,755
Movement funding	\$2,878,345
Other	\$229,410
<b>Total Expenses:</b>	<b>\$4,953,427</b>

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<b>Market value as of June 30, 2024</b>	<b>\$144,325,622</b>
<b>Change in market value in FY 23-24</b>	<b>\$24,912,924</b>

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[ANU Museum marketing department](#),  
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## Donors

Merci, धन्यवाद, Gracias, ありがとう,  
أرکش, Danke, Asante,  
շնորհակալութիւն, Thank you!

We are deeply grateful to the generous benefactors of the Wikimedia Endowment. Your unwavering support guarantees the long-term sustainability and growth of Wikimedia projects, enabling millions around the world to access free, encyclopedic knowledge for generations to come.

**Below is a list celebrating those who contributed \$1,000 or more during the past year:**

### **FY23-24 Annual Report Donor List**

#### **\$250,000+**

Arcadia  
King Baudouin Foundation

#### **\$100,000+**

Alex & Patricia Farman-Farmaian  
MathWorks

#### **\$50,000+**

Gupta Family Foundation  
I.W. Foundation  
Ike and Ellen Kier

## Donors

### \$5,000+

The Aber D. Unger Foundation  
Steven and Sandra Berglund  
Graeme Birchall  
Kevin Bonebrake and Winnie Scheuer  
Samuel Bowen  
Chris and Jennifer Brahm  
Annette Campbell-White  
In honor of David Colander  
Guy and Helen Connolly  
Disney Employee Matching Gifts  
Peter Gadwa  
Emily and Sam Glick  
Edwin A. Goodman  
Holly Gray  
Marie Griffin and Robert Coffey  
Kiwon Gu  
The Keough Family Foundation  
Jeremy Levine & Yael Taqqu  
In memory of Richard and Virginia Neufeld  
Manish Pandya  
Madeleine Richard  
Tim and Mary Riordan  
Edward and Elaine Shoben  
Doug Standing  
Albert & Candace Staton  
Diana Strassmann and Jeff Smisek  
Fred Thorlin  
Cynthia C. Wainwright and Stephen Berger  
K.L. Won  
Anonymous donors

### \$1,000+

Kathleen and Jack Applewhite  
Brent Blumenstein and Anne Ryan  
Roger and Helen Bohl  
Charles H. and Ellen D. Brown  
David Carter  
In memory of Dileep Jivanlal Champaneria  
Niranjan and Savita Chandragiri  
Crystal Chen  
Juan Cockburn  
John Dove  
The Eubanks Memorial Trust  
Jennifer V. Furman  
Mary and Paul Henry  
P. Goetze  
Jack Goodman  
Loretta Montanari Gottshall  
Alan Gould  
Terence E. Gray  
Jack Hetherington  
David A Johnson  
Jay Jones  
Elizabeth and Albert Kidd  
Kim and Jesse Kinder  
Sally Lawrence and David Lai  
Phillip Lawson  
Jerry LeClaire  
Richard Lenon and Leslie Hsu  
Ken Lipper  
Scott Mackie and Alison Platt  
In memory of my sister MADELEINE  
Alexander Main  
Goran & Kelly Marnfeldt

Sydney McDole and Naresh Lakhnopal  
Minassian Media  
Perry Mitchell  
Mildred B and Radhe Mohan for The Mohan Family Fund  
Jasmine Nabi  
Anil Nai  
Robert Ordal  
Terry Rossow  
Philip and Reggie Roy  
Scott Satterwhite  
Rogil Schroeter  
The Sigler Family  
Martin Smith  
Mike Speciner  
Bill Spindler  
In Memory of Marilyn McDonald  
Bruce G. Stewart  
Elizabeth Story  
Jon Thaler  
Michael Thonis  
Kit Transue  
Jack Triplett  
Caitlin Virtue  
Beverly and Darrell Weaver  
Bruce Whiting  
Anonymous donors

\*denotes deceased donor

# Help Ensure Wikipedia's Future

### **GIVING TODAY**

The Wikimedia Endowment ensures that Wikipedia and the related projects will continue to provide the world with high quality encyclopedic knowledge now and into the future. Making a gift today is the simplest way to ensure that Wikipedia remains strong, stable, and always there when you need it. There are many ways to make a gift, including online, through a Donor Advised Fund, a gift of stock, a Qualified Charitable Distribution, a Charitable Gift Annuity, and more.

To learn more, visit [wikimediaendowment.org](https://wikimediaendowment.org).

### **GIVING TOMORROW**

Your love of Wikipedia can live on by including Wikimedia in your estate plans. By naming the Wikimedia Endowment in your will or as a beneficiary of your retirement plan or insurance policy, you can leave a legacy that will benefit the next generation of Wikipedia readers.

To learn more, email [legacy@wikimedia.org](mailto:legacy@wikimedia.org).

### **Wikimedia Foundation**

Learn how the Wikimedia Foundation is ensuring that Wikipedia's promise and potential are being fulfilled in its 2023/24 Annual Report. Explore the stories, initiatives, and achievements here. [2023/2024 Annual Report](#).



# WIKIMEDIA

## ENDOWMENT

Launched in 2016, the Wikimedia Endowment is a nonprofit charitable organization providing a permanent safekeeping fund to support the operations and activities of the Wikimedia projects in perpetuity. It aims to create a solid financial foundation for the future of the Wikimedia projects. As of June 30, 2024, the Wikimedia Endowment was valued at \$144 million USD.

To learn more, please visit [www.wikimediaendowment.org](http://www.wikimediaendowment.org)

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