

Annual report of the Vereniging Wikimedia Nederland

Foreword

Dear friends of free knowledge,

We look back on recent years with pride. In 2010, the Vereniging Wikimedia Nederland decided to 'professionalise'. 2010 and 2011 were relatively difficult years but 2012 and 2013 saw our work come to fruition. The association now has five members of staff at an office in the heart of Utrecht, opening up a wide range of new opportunities.

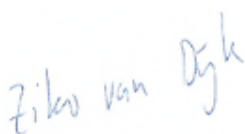
The association had realised that an exclusive 'Wikipedia club' would have to be very modest in its goals. We wanted more than just small meetings, or large meetings with a risk of volunteer burnout. To combine volunteers and paid staff, the association structure had to be mature and we made major advances in that respect back in 2012. In 2013, this major transformation neared completion.

When three members of staff from the Wikimedia Foundation visited us in Utrecht in June, I told the head of financial affairs: *'Garfield, I would very much like to experience a "normal" year in the Wikimedia movement'*. He laughed and told me that he had been working for the Foundation for years but that he had never had a normal year, and that he didn't expect that to change. He was quite right. In 2014, the movement will have to take an even closer look at itself and its surroundings, not least for the purposes of 'evaluation'.

In the Netherlands, we started on something that has generated considerable international attention: the Motivation report means we now have a better idea of what Wikipedia editors and readers want. We received confirmation that many Wikipedians find the working atmosphere on the wiki less than comfortable. Reports from abroad are helping us to draft our own plans and to get more people to make the step to editing. What works; what doesn't? We have seen for ourselves, for example, that participants enjoy edit-a-thons but that these events fail to achieve lasting results.

Ambitious goals require a broad social base. I am concerned that the Wikipedia and Wikimedia world still has high thresholds that frighten off many people; this can only be resolved by looking at things from the outside. We need active volunteers from a range of backgrounds and so it is exceptionally good news that there was a sharp rise in 2013 in the number of members and in the readership of our newsletter. We are now seeing a much stronger response and we are also hearing about more candidates for the board.

Take a look over our shoulders, get involved in our discussions, and make the most of the opportunities.



Ziko van Dijk, president

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1. Mission and strategy

1.1 Mission

The Vereniging Wikimedia Nederland Association (WMNL) was established in 2006 "to encourage the collection of, and the establishment of access to, free and/or freely accessible information in any form, particularly - but not limited to - using the Internet in order to preserve this information".

The vision of WMNL matches the vision of the international Wikimedia movement:

Imagine a world in which everybody has free access to the sum of all human knowledge.

This vision is the basis for the organisation's mission:

Wikimedia Nederland is part of a global movement and it provides an environment in the Netherlands where volunteers and organisations can work together to collect and distribute free knowledge throughout the world.

Wikimedia Nederland establishes an environment in which volunteers can collaborate on implementing the vision of "collecting and distributing free knowledge throughout the world" through their contribution to Wikipedia and by making contributions to the Wikimedia projects in other ways. The organisation informs the public about the concept of free knowledge, about the structure and working methods of the Internet encyclopaedia Wikipedia, and about the Wikimedia projects and the Wikimedia movement. It encourages people and organisations to use free licences themselves for content that they create and manage, for example by encouraging them to make their own contributions to the Wikimedia projects. Drawing on the Wikimedia projects and activities as examples, they propagate the idea that free knowledge and free licences can be used successfully and that they represent a valuable contribution to society. The Internet encyclopaedia Wikipedia plays a central role here.

Wikimedia Nederland is an independent association. The Wikimedia Foundation in San Francisco has formally recognised it as a 'chapter', in other words an organisation active at the national level with the aim of achieving the goals of the global Wikimedia movement. The Vereniging Wikimedia Nederland (Chamber of Commerce registration 17189036) has its registered offices in Eindhoven and its place of business at Mariaplaats 3, 3511 LH Utrecht.

1.2 Strategy for 2013-2015

The Wikimedia Nederland General Meeting approved a strategy for the 2013-2015 period in September 2012. The 2013-2015 strategy includes six thematic priorities and constitutes the framework for the activities elaborated by the association in 2013.

I. COMMUNITY: supporting and mobilising volunteers and editors

The mission of Wikimedia Nederland can only be fulfilled if people play an active role in making knowledge freely available through Wikipedia and other Wikimedia projects and activities. The objective for the years to come: more active editors and volunteers who receive effective support from WMNL. Creating opportunities for editors and volunteers to be active and providing support for their efforts will be a core activity for Wikimedia Nederland, together with motivating and activating new groups of volunteers. It must be widely known that Wikipedia is a volunteer project in which anyone can participate and we will be emphasising this point in our outreach activities.

II. WORK: substantive orientation, collaboration and activity development

Wikimedia Nederland wants to develop an appealing package of activities that make a concrete contribution to the available free information in the Netherlands. Primarily, we will be continuing to extend our activities in the field of cultural collaboration and strengthening our relationships with the institutions active in this field. Nevertheless, we are also open to collaboration with other institutions and organisations. It goes without saying that we will also be continuing to support the Dutch Wikipedia. When necessary and desirable, we will also be getting involved in the political and public debate as an advocate for free knowledge and free licences. We will also be continuing to participate in activities that contribute to innovation and development.

III. ASSOCIATION: participation, support and brand awareness

The support of members is essential. Our members are the organisation's ambassadors and advocates; in addition, a strong membership also furthers the impact of the organisation and its status in the outside world. The members are a valuable source of knowledge, expertise and manpower. In the years to come, we will be working on expanding our membership and intensifying relations with our members. To fulfil our mission (free knowledge for everybody), WMNL as an organisation needs to be able to count on a clear profile - and, even more importantly, on a sound reputation – for major stakeholder groups and the general public. WMNL needs to be a sought-after partner for a wide range of organisations.

IV. FINANCES: strong and sustainable financial position

Ample financial resources and a range of sources of income to make the organisation more independent and resilient. As a matter of principle, it is undesirable for WMNL to continue being dependent on just one financier, or a small number of financiers. We must diversify our sources of financing. In the years to come, we will be working on developing relationships with financiers (where appropriate for specific projects) and increasing the number of donors.

V. GLOBAL: international collaboration

WMNL is part of a global movement and we want to continue to play an active role at that level. We want to keep our eyes and ears open for international developments and we want to be known as a reliable and expert partner for other entities and for international partners outside the Wikimedia movement. Where possible, we will be taking advantage of opportunities to add an international dimension to our activities.

VI. ORGANISATION: board, management and support

Wikimedia Nederland wants to develop into a professional organisation in the years to come without detracting from the flexibility and spontaneity that are present in the organisation. The core of WMNL consists of a team of professionals working at the organisation's offices, and the board.



2. The year in a nutshell

2.1 Main events in 2013

In 2013, WMNL organised a range of large and small events in order to support Wikipedia, as well as other projects with the aim of making knowledge available for everyone. There was considerable variety: from a three-day international Hackathon for 150 software developers to a small writing meeting about Latin inscriptions on gravestones.

Of course, there were our regular events such as the fourth Wiki Loves Monuments in September and the Dutch Wikimedia Conference, which was organised for the sixth time in November.

Our presence in the outside world became increasingly prominent in 2013, not least due to the launch of a new website. The media found their way to our door and representatives of WMNL were quoted regularly in newspapers, and on radio and TV. The number of members and donors increased, as did the number of newsletter readers and our followers in the social media.

The office team was completed in 2013. There are now five people working at the WMNL offices in Utrecht. More and more volunteers are turning to the office, looking for professional support for their activities in terms of communications or logistics.

In order to further improve our grass-roots contacts, we asked Motivation to conduct a survey of our members, Wikipedia editors and the Dutch population (see box). The results constitute valuable building blocks for our working programme.

And we booked our first successes with fundraising outside the Wikimedia movement.

Motivaction survey

Membership more than satisfactory

The most important reasons by far for becoming a member of the association are the importance that people attribute to free access to knowledge and a desire to support Wikipedia and other Wikimedia projects. The members find membership to be very satisfactory and two thirds of them would advise others to become members.

Active supporters and members are more positive.

Contributors to Wikipedia mainly make contributions because they like to share information or to add/correct information. More than a third see themselves as active members or contributors. This active group is much more positive about the association than the passive supporters: they feel more involved with WMNL, believe they are taken more seriously and that they are more appreciated, and they are more satisfied with the policy. The same picture emerges with respect to commitment to Wikipedia: there is more commitment among active contributors. Members are also often more positive about the association than contributors. WMNL would be well advised to encourage active participation by supporters and members.

The working atmosphere and communications could be improved.

The grass roots see support for the current volunteers and mobilising new volunteers as the core WMNL responsibilities. Retention is therefore just as important as recruitment. Particularly when it comes to retaining volunteers, improvements could be made by the association because more than a quarter of those surveyed were dissatisfied with the working atmosphere at Wikipedia and also dissatisfied with the communications between editors. Some argue in favour of more supervision from WMNL, for example by only allowing registered people to make contributions. Guidelines for contributors could perhaps also help to improve the collegial atmosphere.

WMNL should establish a more prominent profile for itself.

A considerable group of contributors say they do not know that there is an association, let alone know what activities it organises. It is therefore not surprising that more than half of the members and contributors are not informed about the WMNL activities and so it is clear that the association should be making efforts to establish a more prominent profile, which will perhaps also lead to an increase in the membership. The WMNL and Wikipedia sites would appear to be the most suitable instruments for this purpose.

The grass roots are generally highly educated males.

Young people below the age of 24 and people from the 55+ age group make up a large proportion of the members or contributors. Many of them are in salaried employment or freelancers, and four out of ten are married or live together with a partner.

Awareness and use

Almost a quarter of the Dutch population mention Wikipedia spontaneously as a source of information. Google is the most widely used source, followed by Wikipedia. Seven out of ten people say they know Wikipedia *and* that they use it, and more than half of these people do so at least once a week. The main motive is 'looking something up quickly', but personal interest is also a reason. Wikimedia users are often well educated males under the age of 34. Only 4% of the Dutch population are totally unfamiliar with Wikipedia.

Wikipedia users are very happy with the readability and usefulness of the articles. People are more critical, particularly women and people with an advanced educational background, about objectivity, reliability, completeness and truth.

Awareness of Wikipedia and Wikimedia is, on the other hand, limited.

Users are generally well informed about articles on Wikipedia, but less well informed about matters relating to financing. For example, more than half are not aware that Wikipedia is entirely dependent on donations. A considerable majority are also unfamiliar with other Wikimedia initiatives such as Wiktionary, and more than half have no idea what WMNL activities consist of. It would therefore be advisable to inform users better about the working methods and activities of both Wikipedia and Wikimedia in the assumption that this will perhaps result in greater commitment.

There is a group of potential contributors who can be helped over the threshold.

22% of Dutch people think it is probable that they will make a contribution to Wikipedia during the next year. This percentage is based upon the number of people who wish to contribute in at least one of the different ways available. The main reasons people do not yet contribute are that they do not feel any need to do so or do not know what to contribute about. However, some people also say that they do not know how to go about it, that they are afraid of making mistakes or that they think they lack the requisite technical skills. This group could be mobilised by, for example, providing more explanation and support.

Source: Motivaction

2.2 Wikimedia Nederland in figures

Members, donors and employees

<i>as at 31/12</i>	2013	2012
Members	215	165
Staff	5 (3.4 FTEs)	3 (2.3 FTEs)
Donors	288	172

Activities

Activities organised by Wikimedia Nederland in 2013

- Exhibition of national and international winning photos for Wiki Loves Monuments 2012 in Gouda Town Hall 9-25 January - number of visitors not known
- Presentation about Wikipedia for communications students at Hogeschool Rotterdam, 10 January. 15 participants
- New Year Reception, 19 January. University Museum, Amsterdam. 100 present
- Test CoSyne meeting, 26 January, 4 participants
- Photo excursion to war memorials in Arnhem, 15 February. 6 participants
- Wikipedia Training, Museum of Ethnology, Leiden. 18 April. 15 participants
- Uploading sound course, Utrecht, 20 April. 5 participants
- Europeana Fashion Edit-a-thon in collaboration with Central Museum, Utrecht and Netherlands Institute for Sound and Vision, 13 May. 37 participants
- Amsterdam Hackathon, 24-26 May. 149 participants
- Behind the scenes, Royal Library/Dutch National Archives, 8 June. 30 participants
- Edit-a-thon about First World War with 'Huis Doorn' Museum, 29 June. 5 participants
- Edit-a-thon during Classics Summer School organised by Amsterdam universities. 21 August. 7 participants
- Wiki Loves Monuments: Wiki takes Groningen, Nijmegen, De Haar Castle, The Hague, September. In total: 46 participants
- Edit-a-thon The Hague, 12 October, 8 participants
- Fashion edit-a-thon, Antwerp, in collaboration with Antwerp Fashion Museum, 23 September. 25 participants
- Edit-a-thon in Amersfoort Public Library, 29 November. 4 participants
- Dutch Wikimedia Conference, Utrecht, 2 November. 138 participants
- 4 Wikipedia Cafés. The Hague, Amsterdam (2x), Groningen. In total: 28 participants
- 24 WikiSaturdays with a total of 166 visitors

There were 788 participants/visitors at 48 events in total.

Dutch Wikipedia in 2013

	December 2013	December 2012	
Number of articles	1,700,000	1,100,000	+51%
Total number of registered editors	28,859	26,501	+9%
Active editors	1,269	1,395	-9%
Very active editors	245	251	-2%
New editors	in 2013: 2,572	in 2012: 2,795	-9%

Support for Wikipedia is one of the core tasks of WMNL, even though the association has no responsibility for the Internet encyclopaedia in terms of substance or in legal terms. In 2013, the number of articles on the Dutch Wikipedia rose spectacularly, in part as a result of the use of 'bots', software that can add large quantities of information to the encyclopaedia. However, the number of active editors fell. Incidentally, WMNL also supports the volunteers active on other language versions of Wikipedia, on Wikimedia Commons, Wikiversity or any of the other projects.

In 2013, WMNL spent € 61.87 on buying syrup waffles.

2.3 Future developments

WMNL made considerable strides forward in 2013, particularly in terms of professionalisation. The challenge for the years to come will be to demonstrate that these investments can bear fruit in the organisation in concrete ways: more people who are actively involved in the projects of the Wikimedia movement and more free knowledge. In 2014, WMNL wishes to strengthen the contacts and interaction with the Wikipedia community, and to mobilise volunteers and editors.



WMNL also wishes to continue to play an active role in the international Wikimedia movement, particularly in the discussions about the role of chapters and in the development of a new multi-year strategy for the Wikimedia Foundation. And we will be working on generating even more funds from sources outside the Wikimedia movement.

3. Board, management and staff

3.1 Board

The members of the board of Wikimedia Nederland are eligible for re-election on an annual basis. At the General Meeting on 23 March 2013, two members of the board (Sandra Fauconnier and Sarah Morassi) resigned and three new board members were appointed: Jan Anton Brouwer, Hans Muller and Anke Peereboom. Ziko van Dijk, Paul Becherer, Frans Grijzenhout and Ad Huikeshoven were reappointed to the board. During the year, Anke Peereboom and Hans Muller resigned their positions.

Members of the board can have their costs reimbursed on the basis of the Expense Claim Regulations that apply to all Wikimedia Nederland volunteers. There are no special arrangements for expense claims from board members. An overview of reimbursed board-member expenses can be found in the financial statements.

3.1.1 Composition of the Board and portfolio distribution for the board as at 31 December 2013

Paul Becherer, treasurer

- Financial accounting, Fundraising, FDC, Expense statements, CBF seal of approval, Membership fees

Jan Anton Brouwer

- Cultural alliances

Ziko van Dijk, president

- International Affairs, Strategy, Press Contacts, Politics

Frans Grijzenhout, secretary

- Membership Administration, General Meeting, Board Meetings, Archives, Reporting, Documentation and descriptions of procedure, Minutes, Articles of Association, Procedures, WikiSaturday; lobbying

Ad Huikeshoven,

- Dutch Wikimedia Conference; survey; donors

Vacancy

- PR and external communications

Vacancy

- Contacts with members and community, Wiki Loves Monuments, training, volunteers, financial

3.1.2 Board resignations in 2013

Sarah Morassi	General Meeting, March 2013
Sandra Fauconnier	General Meeting, March 2013
Anke Peereboom	October 2013
Hans Muller	November 2013

3.1.3 Secondary positions of board members

Current board members:

Ziko van Dijk

- Freelance historian; freelance referee Wikimedia Deutschland
- D66 party support officer Oude IJsselstreek
- Member of Wikimedia Foundation Research Committee; deputy president Wikimedia Chapters Association; *delegito* and *fakdelegito* Universala Esperanto-Asocio (unpaid)

Paul Becherer

- Development Scientist, Culgi B.V. Leiden
- Secretary of Go club "De Twee Ogen", Amstelveen (unpaid)
- Member of audit committee Dutch Go Association (unpaid)

Jan Anton Brouwer

- Freelance project manager/publisher/publication manager
- Co-pilots member
- Senior consultant with Heijting Weerts Group

Ad Huikeshoven

- Financial-economic consultant, Ministry of Social Affairs and Employment
- Director of "De Geldboom B.V." (unpaid)
- Director of "Pension fund Huikeshoven B.V." (unpaid)
- Treasurer of "Stichting Rossignol" (unpaid)

Frans Grijzenhout

- Owner of own business consultancy Grijz Advies, Chamber of Commerce 56050259

Former board members:

Sandra Fauconnier

- Project manager for ARTtube at Museum Boijmans Van Beuningen
- Freelance project manager and editor
- Member of committee for e-culture scheme at Stimuleringsfonds Creatieve Industrie

Sarah Morassi

- Higher Education policy officer at Ministry of Education, Culture and Science

Hans Muller

- Web editor at Milieucentrum Utrecht (unpaid)
- Editor at Nederlands Tijdschrift voor Natuurkunde (unpaid)

Anke Peereboom

- No other positions

3.1.4 Board meetings

The board met on nine occasions in 2013. There were also two board weekends, each of which was devoted to a specific theme:

- 6 and 7 April in Soesterberg. Theme: introductory meeting for board with new members after board elections. Task distribution, collaboration and procedures for dealings on the board and between the board, the office and the members.
- 24 and 25 August in Soesterberg. Theme: annual plan and application for financing.

3.1.5 Audit committee

During the General Meeting on 21 September, it was decided to discontinue the audit committee. The financial statements of WMNL are now checked by an accountant, and so an audit committee is no longer needed.

3.2 The association

The highest decision-making body in the association is the General Meeting. Wikimedia Nederland traditionally has at least two meetings a year: one in the spring and one in the autumn. On 23 March 2013, the entire board was re-elected and the annual report and annual statements for 2012 were adopted. The General Meeting on 21 September approved the 2013 Annual Plan. Both meetings were in Utrecht.

3.3 Office and management

The volunteers and board of Wikimedia Nederland are supported by a small professional workforce. The priorities for the office are the ongoing extension of collaboration with the cultural sector, communications, fundraising and practical and logistical assistance for volunteers during the implementation of the work programme.

The WMNL office has five members of staff:

- Sandra Rientjes, Director
- Sebastiaan ter Burg, cultural collaboration project manager
- Denise Jansen, communications and community support officer
- Sindy Meijer, communications and community support officer
- Tom Kisters, financial accounting officer

None of the members of staff has a full-time contract and so the total workforce amounts to 3.4 FTEs.

Salary expenses for director: € 44,492.

Director's secondary positions:

- volunteer at the Sensor telephone support service
owner of Bureau Sandra Rientjes, Kennis Management Mediation, which is currently dormant.

4. Activities in 2013

4.1 COMMUNITY: supporting and mobilising volunteers and editors



General

More editors and volunteers

Wikipedia and the other Wikimedia projects depend on volunteers. One of WMNL's core activities is to ensure that more people are actively involved in contributing to making knowledge available to everyone. In 2013, that consisted primarily of organising courses and edit-a-thons (writing meetings for starters *and* experienced

Wikipedia editors). These activities are often organised on location at the premises of one of our partners from the world of museums, archives or libraries and they focus on a particular theme. In 2013, we had edit-a-thons about ethnology, Latin inscriptions on gravestones, design and fashion. The fashion theme was selected with the idea of encouraging more women to be actively involved as Wikipedia editors. There was also a beginners' course in Wikipedia editing at the annual Wikimedia Conferentie Nederland. Participants at courses and edit-a-thons are usually very enthusiastic but experience has shown that continued supervision of starter Wikipedia editors remains necessary after the courses. The courses are run by experienced volunteers. There is logistical support from the WMNL office.

Support for volunteers

WMNL supports the volunteers involved with Wikipedia and other projects. Volunteers can turn to Wikimedia for help with their activities. For example, the office arranged for publicity about the 'Sweden week' on Wikipedia that was organised by the volunteers, volunteers used the meeting rooms at the office, and travel and accommodation expenses were reimbursed. We also started to lend equipment to volunteers in 2013. The 'technology pool' now includes a camera and the relevant accessories, a beamer and a number of laptops. Wikimedia Nederland also has a fund for financial support for minor activities. It was used to a limited extent only in 2013.

Meetings

The International Hackathon was certainly one of the high points in 2013. In Amsterdam in May, Wikimedia volunteers and engineers worked on software development over a period of three days. There were also courses and presentations about recent developments. With 149 participants from 31 countries, the Amsterdam Hackathon was the most popular Hackathon so far. A group of volunteers, who received logistical support from the office, was responsible for the organisation of the event.

The annual Wikimedia Conferentie Nederland on 2 November was also a success. The organisers provided a varied programme with presentations about a wide range of topics: from the way historians use Wikipedia to the latest developments in technology and copyright. The conference,

which was officially opened by the Wikimedia Foundation president Jan-Bart de Vreede, attracted 138 participants, many of whom were attending a Wikimedia meeting for the first time.

There were also numerous other meetings on a smaller scale:

- The New Year Reception on 19 January in the Museum of the University of Amsterdam was attended by 100 people.
- New life was breathed into an old tradition: the Wikipedia Café. Wikimedia Nederland organises meetings for Wikipedians in cafés in Amsterdam and The Hague. The idea is proving successful. Wikipedians themselves were responsible for the launch of a Wikipedia Café in Groningen.
- The WikiSaturdays continue to be a success. Every two weeks, the office is open on Saturdays for volunteers and interested people, who work on projects, consult, or simply catch up with one another. There were 24 WikiSaturdays in 2013, and they were attended by a total of 166 visitors.

Communications

Wikimedia Nederland devoted considerable attention in 2013 to intensifying communications with the Wikimedia and Wikipedia community in the Netherlands. The Newsletter was published on eight occasions and the readership increased during the course of the year from 189 to 363. There were also active communications through the Association Wiki, social media and Wikipedia channels, such as de Kroeg and consultation pages. The impact was clear to see: members and non-members are turning to WMNL more readily.

Report on fulfilment of objectives in the 2013 annual plan, Programme I: Community

Strategic framework for 2013 - 2015

The mission of Wikimedia Nederland can only be fulfilled if people play an active role in making knowledge freely available through Wikipedia and other Wikimedia activities and projects. The objective for the years to come: more active editors and volunteers who receive effective support from WMNL. Creating opportunities for editors and volunteers to be active and providing support for their efforts will be a core activity for Wikimedia Nederland, together with motivating and activating new groups of volunteers. There should be a widespread awareness that Wikipedia is a volunteer project in which anybody can participate.

Strategic objective I.1. The number of editors joining has risen: people themselves are becoming active in Wikipedia and other Wikimedia projects

Objective for 2013: 5% increase in new active Wikipedia editors,
20% increase in the number of active volunteers

The mobilisation of Wikipedia editors and active volunteers continues to be a challenge. We have managed to reach more than 100 people through the activities we have organised. However, a survey of participants six months after the courses found that fewer than five per cent of the participants were still active. Furthermore, the objective for the number of new volunteers was not fulfilled.

Strategic objective I.2. Volunteers and editors will receive effective, targeted support from Wikimedia Nederland that will enable them to enjoy being active in an optimal way on a continuing basis

Objective for 2013: An increase of 100% in the number of applications granted for support/financing compared to 2012

With the exception of travelling expenses, the volunteers of WMNL and the wider Wikipedia community make only limited use of the support options provided by WMNL. We have not been successful in achieving a significant increase in the number of applications. The arrangements were revised in the final quarter of 2013. In the early months of 2014, there has been a clear increase in the number of applications. Otherwise, there was considerable interest and appreciation in 2013 with respect to the activities organised by WMNL, such as the annual conference, although there seems to be a natural maximum of 150 participants. The number of people attending the International Hackathon in Amsterdam exceeded expectations.

Strategic objective I.3. Lines of communication with volunteers and editors will be short and informal.

Objective for 2013: When asked, volunteers say they are satisfied about the communications with the Association.
Noticeable increase in contacts between the volunteers and the association.

The objectives in this area have been fulfilled. There was a considerable increase in the number of participants attending small-scale events such as WikiSaturdays and Wiki Cafés. The number of newsletters, the number of people receiving the newsletter, and the number of followers on Facebook doubled compared to 2012. The Motivation survey indicated that members and volunteers are satisfied with communications with WMNL.

Financial

code	Description	budgeted	income	expenditure	difference	Note
I.1	Recruiting and mobilising volunteers	11,400		17	11,383	In practice, it turned out that these activities did not involve any expenses, one reason being that our partners assume responsibility for the logistical arrangements for these meetings.
I.2	Support for volunteers	37,700	28,122	64,233	1,589	
	Wikimedia Conferentie Nederland	15,000	1,800	6,659	10,141	The expenses for the conference were below budget because only very limited outside support proved to be necessary. Furthermore, the conference location was provided free of charge.
	International Hackathon	15,000	26,322	41,725	-403	The International Hackathon generated € 26,322 in additional revenue. The surplus amount was <1% of the total expenses.
	Other support activities for volunteers	7,700		15,849	-8,149	During the course of the year, the decision was taken on practical grounds to include volunteer travelling expenses within the Netherlands under this entry rather than to allocate them to various activities. The deficit is offset by the surplus for the activities in programme component II, in which they were originally budgeted. The expenses for the development of the website were not included in the original budget. In April 2013, the board decided to include the costs and to charge them to the reserves if necessary.
I.3	Communications with volunteers	3,100	600	4,339	-639	During the course of the year it was decided to include volunteer travelling expenses under this item

						as much as possible.
	Total programme	€ 52,200	€ 28,722	€ 68,589	€ 12,333	

4.2 WORK: Substantive orientation, collaboration and activity development

General

Museums, libraries, archives and other institutions in the cultural sector have become increasingly interested in Wikipedia (and the other Wikimedia projects) as a means of sharing their collections with a broader public.

Partners in 2013

- Central Museum Utrecht
- European Centre for Nature Conservation
- Dutch Institute for Sound and Vision
- Dutch Royal Library
- Dutch National Archives
- National 4 and 5 May Committee
- Antwerp Fashion Museum
- Huis Doorn Museum
- Leiden Museum of Ethnology
- Specialist Academic Libraries
- Utrecht network of public libraries BISC
- Classics Summer School of the Amsterdam universities

The same institutions have also found their way to the doors of WMNL. Many of our partners were involved in the writing meetings referred to above. But there was, of course, much more going on:

Wikipedians in Residence

One of the main developments in 2013 was the launch of Wikipedians in Residence. Wikipedians in Residence had already proven successful in the past in other countries: employees working for museums, archives or libraries act as 'liaison officers' between the institutions and the Wikipedia community, helping institution staff to make knowledge available and organising activities for the Wikipedia community in order to encourage use of the institution collections. The first Dutch Wikipedian in Residence started work in October at the Dutch Royal Library and Dutch National Archives. And less than a month later, there were two Wikipedians in Residence at the Specialist Academic Libraries. Wikimedia Nederland played a coordinating role and advised institutions in terms of the development and elaboration of Wikipedian in Residence positions.

More content

We had to postpone our goal of encouraging institutions to upload large collections of material to Wikimedia Commons because the completion of the Europeana GLAM Wiki upload tool was delayed. This software will make it much easier to make large amounts of visual material available in a single operation, and it was finally available in December. Wikimedia Nederland is one of the financiers of this project. There were a number of smaller “content donations”, which included a collection of sound files (from the Dutch Institute for Sound and Vision) and photos of European nature (European Centre for Nature Conservation).



Wikipedian in Residence

Hay Kranen has been working since October 2013 as the first Dutch Wikipedian in Residence at the Dutch Royal Library (KB) and the Dutch National Archives (NA) in The Hague. Hay talks about his work there:

As the in-house Wikipedian, I try to build links between the Dutch-speaking Wikipedia community and the staff of the Royal Library and National Archives. The love of knowledge, history and culture, and how you can provide information about these fields in a dignified way, are part of the genetic make-up of both organisations, and of Wikipedia volunteers. Even so, they transmit that information in very different ways. Nor is that surprising when you take the origins of the two institutions and Wikipedia into account. So for me, my main responsibility, alongside concrete projects such as organising courses and content donations, involves communicating “the digital paradigm”. In more down-to-earth terms: how two 200-year-old research institutes can learn from the website that has become the world's most important reference work in less than 13 years.

Since I started work, no fewer than four other WiRs have been appointed. As a result, coordination between the various in-house Wikipedians is indispensable, and that role is the responsibility of WMNL. We keep each other informed through the cultural collaboration project manager and look at where we can organise events and projects in conjunction with the office.



Wiki Loves Monuments

The year began with an exhibition of local, national and international award-winning photos from Wiki Loves Monuments 2012 in the central hall of Gouda town hall. September saw the launch of the fourth edition of the world's largest photo competition. This time round, photos were allowed of municipal cultural heritage sites as well as national sites. This year's competition focused on The Hague, where we were able to organise a number of activities with support from Fonds 1818. They included a photography workshop followed by a guided tour and a writing meeting to improve the information about listed sites in The Hague on Wikipedia. There were also events in Groningen and Nijmegen, and a special tour around De Haar Castle. The fourth edition of Wiki Loves Monuments produced 7,093 photos, with 2340 photos of listed sites for which no visual material had previously been available.

And on top of all that:

- We went *behind the scenes* at the Special Collections of the library of the University of Amsterdam, the Dutch Royal Library and the Dutch National Archives, and in De Haar Castle.
- There was a small photographic excursion concentrating on the theme of *war monuments* in Arnhem as the first step in a larger project relating to the Second World War which will involve us working together with the National 4 and 5 May Committee.
- *Wiki Loves Libraries* came back to life, first of all with an edit-a-thon in the public library in Amersfoort. We are talking to the BISC (the service centre of the Utrecht public library) about further collaboration.

Report on fulfilment of objectives in the 2013 annual plan, Programme II: Work

Strategic framework

Wikimedia Nederland wants to develop an appealing package of activities that make a concrete contribution to the available free information in the Netherlands. Initially, we will be continuing to extend our activities in the field of cultural collaboration and strengthening our relationships with the institutions active in this field. It goes without saying that we will also be continuing to support the Dutch Wikipedia.

When necessary and desirable, we will also be getting involved in the political and public debate as an advocate for free knowledge and free licences. We will also be continuing to participate in activities that contribute to innovation and development.

Strategic objective II.1. The amount of free knowledge in the cultural domain will increase.

Objective for 2013: To establish alliances with at least five organisations in the cultural domain targeting free knowledge. To achieve the release of at least two collections.

These objectives were fulfilled: alliances were established with six organisations. The release of collections was delayed because of the late delivery of the Europeana mass upload tool. There were two smaller donations of visual and sound material.

Strategic objective II.2. Easily accessible, appealing public events and activities encourage active participation by interested people in the production and establishment of access to free knowledge in the cultural domain.

Objective for 2013: Increase in number of active volunteers of at least 50%

As stated above, it has proven difficult to mobilise new volunteers. Here also, the tendency is for activities in themselves to be appreciated and for people to make substantive contributions to the Wikimedia projects such as Wikipedia and Wikimedia Commons. However, this does not result directly in new volunteers coming forward.

Strategic objective II.3. To establish optimal conditions for the monitoring and improvement of the quality of Wikipedia (particularly in Dutch) by the editors

Objective for 2013: To establish a picture of the comprehensiveness and quality of the Dutch Wikipedia

For budgetary reasons, studies of the coverage and quality of the Dutch Wikipedia have been suspended. The CoSyne tool for the translation and synchronisation of texts in Wikis was completed.



Strategic objective II.4. Wikipedia will be known as a successful example of free knowledge, and accepted among policymakers and the public at large.

Objective for 2013: Measurable increase in widespread public understanding and trust with respect to Wikipedia

The Motivaction survey established a picture of the broad public awareness of Wikipedia. This is the baseline measurement that will be used for the assessment of developments. The survey will be repeated in 2015 because we do not expect any significant changes to become apparent in the short term.

Strategic objective II.5. WMNL will be informed about developments in the field of legislation and policy relating to copyright and free knowledge, and will act as an advocate for the interests of free knowledge.

No WMNL activities in 2013. WMNL will join in European initiatives organised by other chapters or like-minded organisations that match the association's mission and strategy. A report on this area can be found in 4.5.

Strategic objective II.6. Information about the principle and the benefits for society of free knowledge must be easily accessible and available, and the principle must be more widely known and accepted, particularly among key groups/individuals participating in the public debate.

Objective for 2013: At least 20 professionals in the field of cultural production will be informed about the application of free licences.

Wikimedia Nederland has given presentations about free knowledge as part of the activities and events listed above. We were also involved in the following presentations: Sound of the Netherlands (20 April), KNVI congress (14 November), DISH - digital strategy for heritage (3 December), Landscape Heritage Utrecht (19 December). A total of 200 people were present at these presentations.

Financial

code	Description	budgetted	income	expenditure	difference	note
II.1	Alliances with museums, archives and libraries	5,000		282	4,718	No expenses were incurred for this activity. The partners often accept the expenses themselves.
II.2	Organisation of public events	16,900	1,500	3,632	14,768	
II.2.1	Wiki Loves Monuments	15,400	1,500	3,632	14,768	The expenses are less than budgeted because it did not prove necessary to outsource support activities and because most prizes were given in kind or sponsored.
II.3	Improvements in quality of Wikipedia	2,000		7,457	-5,457	
II.3.2	CoSyne	2,000		7,457	-5,457	This is the repayment of an advance received. In total in 2013, WMNL incurred € 503 in expenses for CoSyne.
II.4	Raising awareness of Wikipedia	2,500		956	1,544	Fewer expenses due to use of free publicity
II.5	Legislation and policy - lobbying					
II.6	Providing information about free knowledge					
	Total programme II	€ 26,400	€ 1,500	€ 12,326	€ 15,574	

4.3 ASSOCIATION: participation, support and brand awareness

General

Working on participation, support and brand awareness starts with a clear picture of what the various target groups know and think. To establish that picture, Motivaction completed a survey in January 2013 of the members of Wikimedia Nederland, Wikipedia editors and the Dutch public. A summary of the main conclusions of this survey was already given in Chapter 2.

The findings of the survey constituted the basis for our activities in the field of communications and public relations in 2013. A description has already been given in 4.1 of how WMNL is more active than in the past in seeking to establish contacts with the Dutch Wikipedia community.

Communications with members and volunteers have also become more intensive: the newsletter was published more often and more information was supplied on the Association Wiki.

In particular, WMNL invested in getting members and the wider Wikimedia community more actively involved in the development of the annual plan for 2014. During a brainstorming session at the office and using the wiki, everybody was given the opportunity to put forward ideas and to contribute to the discussion. That resulted in a realistic plan that can count on the support of the community.

To inform the outside world better about the nuts and bolts of WMNL's activities, the site was overhauled again. It now contains more information, it is more up-to-date and there are more opportunities for interaction. We also produced a new general Wikimedia folder.

The media were more successful in find their way to WMNL's door in 2013: volunteers, board members and members of staff were quoted in newspapers and appeared on radio and TV, with

- articles in Quest, Algemeen Dagblad and NRC,
- radio interviews on Radio 1, Radio 2, BNR, Radio Gelderland and Funnix, and
- a TV interview in EenVandaag on the Nederland 1 channel.

Partly because of the rise in interest in WMNL in the outside world, the number of members rose from 165 to 215, 174 people subscribed to the newsletter (with a number of subscribers rising as results to 363) and the number of followers on Twitter increased from 1028 to 1347.

Report on fulfilment of objectives in the 2013 annual plan, Programme III: association

Strategic framework for 2013 - 2015

The support of members is essential. Our members are the organisation's ambassadors and advocates; in addition, a strong membership also furthers the impact of the organisation and its status in the outside world. The members are a valuable source of knowledge, expertise and manpower. In the years to come, we will be working on expanding our membership and intensifying relations with our members.

In order to fulfil our mission (free knowledge for everybody), WMNL as an organisation needs to be able to count on a clear profile - and, even more importantly, on a sound reputation - with major stakeholder groups and the general public. Wikimedia Nederland needs to be an attractive partner for a wide range of organisations.

Strategic objective III.1.

The number of members will increase.

Objective for 2013:

The number of members will increase by at least 30%. The number of members rose by 29% from 165 to 215.

Strategic objective III.2.

We will understand our members' wishes and expectations and the members will feel involved in the activities and management of the association.

Objective for 2013:

Frequency of communications with members will increase; as will satisfaction of members with communications.

The Motivaction survey showed that the members are generally satisfied with the communications from WMNL. The communications have been intensified by an increase in the publication frequency of the newsletter (to eight newsletters a year) and the more intensive use of the Association Wiki.

Strategic objective III.3.

Important stakeholders – and the general public - have an adequate picture of the mission, aims and activities of WMNL, and see WMNL as a reliable organisation and a professional alliance partner.

Objective for 2013:

WMNL will be mentioned positively on at least 10 occasions in the public media.

Wikimedia Nederland was mentioned on at least 11 occasions. The tone was not negative on any of those occasions, even though some media were pessimistic about the future of Wikipedia.

Financial

code	Description	budgeted	income	expenditure	difference	note
III	Association					
III.1	The number of members has increased.	10,350		12,828	-2,478	The start-up expenses for the CRM system have been spread between the entries for membership administration (III.1) and fundraising (IV)
	CRM system					not in original budget
III.2	We will understand our members' wishes and expectations	3,000			3,000	This objective was fulfilled primarily by the Motivaction survey (III.1)
III.3	Important stakeholders will have a adequate picture of the mission, aims and activities of WMNL	3,900			3,900	Primarily achieved through free publicity
	Total programme III	€ 17,250		€ 12,828	€ 4,422	

4.4 FINANCES: Strong and sustainable financial position

General

WMNL's main source of financing is the donations from Wikipedia users. The Funds Dissemination Committee (FDC) of the Wikimedia Foundation is responsible for allocating funds to the various chapters and organisations of the Wikimedia movement. WMNL received € 269,231 through the FDC for 2013. (In December 2013, we were informed that we can expect € 304,000 for 2014.)

Our ambition is to find financing for our activities from other sources as well. In 2013, we succeeded in obtaining a total of € 54,545 for project financing, more than half of which came from sources outside the Wikimedia movement. (€ 20,000 of this was earmarked for activities in 2014.)

Income from donations also increased, among other things as result of communications targeting previous donors. We sent two letters to donors whose address details we had in our possession. They were also invited to attend WMNL activities.

In 2012, we received 172 donations amounting to a total of € 6,437. In 2013, we received 288 donations amounting to a total of € 10,498. This is an increase in income from donations of 59%.

Contributions rose by 14% to € 4,239 (in 2012: € 3,704).

This means that the total income in addition to FDC funding was € 69,282 (of which € 20,000 will be spent in 2014).

	2013	
Basic subsidy from WMF	269,231	
Other income 2013	49,282	
<i>Contributions</i>	<i>4,239</i>	
<i>Donations</i>	<i>10,498</i>	
<i>Contribution activities 2013</i>	<i>30,222</i>	<i>Amsterdam Hackathon: Google, WMF, WMDE, WMAT, Wiki Loves Monuments: Fonds 1818 New Year Reception: University Museum Amsterdam</i>
<i>Contributions in kind</i>	<i>4,323</i>	<i>Wikimedia Conferentie Nederland: location made available by Meeting Plaza Wiki Loves Monuments: prizes provided by a range of companies/organisations</i>
Contributions to activities in 2014 (received in 2013)	20,000	<i>Wiki loves Earth: donation by private grant-making foundation</i>

It was disappointing that we were unable to obtain the CBF certificate for charity approval, even though we did make changes to our accounting system in preparation for the application. The CBF was concerned that there would be confusion among donors because the Wikimedia Foundation (which is not eligible for a CBF certificate) also engages in fundraising in the Netherlands through Wikipedia. WMNL therefore withdrew the application for this seal of approval.

Report on fulfilment of objectives in the 2013 annual plan, Programme IV: Finances

Strategic framework 2013-2015

Ample financial resources and a range of sources of income to make the organisation more independent and resilient. As a matter of principle, it is undesirable for WMNL to continue being dependent on just one financier, or a small number of financiers. We must diversify our sources of financing. In the years to come, we will work on the development of contacts with new donors and financiers/project financiers.

Strategic objective IV.1. WMNL will have a recognised charity seal of approval.
Objective for 2013: WMNL will meet 95% of the CBF certificate requirements for small charities.

Because the Wikimedia Foundation itself engages in fundraising in the Netherlands and because there is also a Wikimedia Nederland Foundation, WMNL is unable to obtain the seal of approval on formal grounds (i.e., the risk of confusion about the names among donors). The accounting system was altered as part of the preparations for the application to the seal of approval.

Strategic objective IV.2. In 2015, WMNL will receive at least € 350,000 in income through the financing of projects and activities by external funds, subsidy organisations and sponsors
Objective for 2013: WMNL will receive € 100,000 in income from external funds. *(This objective was changed to € 80,000 at the general meeting in March 2013.)*

In 2013, WMNL generated € 54,545 from sources in financing in addition to the FDC funding. Of that sum, € 20,000 has been earmarked for activities in 2014. It was only possible to engage seriously in fundraising once the office organisation had been established (May 2013). Because Wikimedia is, and wants to remain, a volunteer movement, the subsidies/contributions we receive are relatively low since they include hardly any staff costs.

Strategic objective IV.3. The number of donors will increase annually by 20% and income from donations should rise by 30% annually
Objective for 2013: 20% more donors and 30% more income from donations

In 2013, the total amount of donations received increased from € 6,437 to € 10,498. This is a rise of 59%. The number of donations went up from 172 to 288, an increase of 68%.

Strategic objective IV.4. In 2015, WMNL took a decision about the desirability of managing the annual Wikimedia fundraiser ourselves again.
Objective for 2013: None

Financial

code	Description	budgeted	income	expenditure	difference	note
IV.1	Obtaining charity seal of approval					
IV.2	External fundraising	4,350		300	4,050	No expenses or consultancy expenses were incurred for external fundraising in 2013.
IV.3	Donor recruitment and retention	13,000		3,539	9,461	The start-up expenses for the CRM system have been spread between the entries for membership administration (III.1) and fundraising (IV)
IV.4	Decision about organisation of international fundraiser				0	
	total programme IV	€ 17,350		€ 3,839	€ 13,511	

4.5 GLOBAL: international collaboration

General

The volunteers, board and employees of WMNL are open to the world around them. We were active in the international movement again in 2013. It has already been pointed out that we organised the highly successful international Hackathon in Amsterdam. We also engaged in other activities in the field of international collaboration.

WMNL was represented at the Wikimedia Conference in Milan, Wikimania in Hong Kong, the meeting of the Free Knowledge Advocacy Group EU in London, the Diversity Conference in Berlin and a number of national meetings in Germany, Belgium and Norway. WMNL was also a participant at the bi-monthly telephone meeting of the Chapter directors.

The Wiki Loves Monuments project, which was developed in the Netherlands, continues to be an international success. In 2013, 53 countries around the world participated in the international event. WMNL supplied the international coordination team with backup for project development and financial management.

Report on fulfilment of objectives in the 2013 annual plan, Programme V: GLOBAL

Strategic framework for 2013 - 2015

WMNL is part of a global movement and it wants to continue to play an active role at that level. We want to keep our eyes and ears open to international developments and we want to be known as a reliable and expert partner for other national Wikimedia organisations. Where possible, we will be taking advantage of opportunities to add an international dimension to our activities .

The Association keeps a close eye on the main discussions at the international level in the Wikimedia movement, primarily when those discussions relate to the relationship between the national Wikimedia organisations and the Wikimedia Foundation. The organisation needs to be flexible if it is to respond to fundamental international changes.

Strategic objective V.1. WMNL collaborates actively and intensively with other national Wikimedia associations, the Wikimedia Foundation and other entities in the movement.

Objective for 2013: Active participation of WMNL in, at least, the Wikimedia Chapters Association, Wikimedia Conference and financial summit

Representatives of WMNL were active participants in the WCA and they attended the Wikimedia Conference in Milan, the Diversity Conference in Berlin and the Free Knowledge Advocacy Group EU in London. We organised the international Hackathon.

Strategic objective V.2. At least one innovative activity developed by Wikimedia Nederland, such as Wiki Loves Monuments, will be implemented internationally.

Objective for 2013: Concept for activity developed

No WMNL project has been upgraded to the international level. WMNL did remain involved with Wiki Loves Monuments International by providing support for the development of a financial application and acting as a fiscal sponsor.

Strategic objective V.3. Wikimedia Nederland will participate in relevant international activities and projects.

Objective for 2013: A representative of WMNL will participate at least 16 times in an international activity.

A total of five volunteers availed themselves of the opportunity to participate in an international activity (GLAM Wiki London and Wikimania Hong Kong) with support from WMNL. In addition, as stated above, representatives from the board and the office attended meetings abroad on eight occasions.

Financial

code	Description	budgeted	income	expenditure	difference	note
V.1	Collaboration with other chapters and WMF	2,500	0	1,275	1,225	
V.2	Execution of an international activity	15,800			15,800	The budgeted amount was a contribution to Wiki Loves Monuments International, subject to the condition of obtaining external financing. Financing for WLM i was arranged differently.
V.3	WMNL participation in international activities and projects	20,000		12,543	7,457	
	Total Programme V	€ 38,300	0	€ 13,818	€ 24,482	

4.6 ORGANISATION: board, management and support

General

In 2012, WMNL started work on the establishment of a small, professional organisation to support the volunteers. This process continued in 2013: a project manager for cultural alliances and a financial accounting officer were appointed at the office in Utrecht, meaning that the office team is up to strength for the time being.

Volunteers now know that they can turn to the office for help with their projects. In the course of activities such as the Hackathon, Wiki Loves Monuments and the Dutch Wikimedia conference, it has emerged that the combination of substantive management by volunteers and logistical support from the office staff works well.

This was also the first year in which the work was situated in the framework of the Wikimedia Foundation's new financing conditions. The requirements for monitoring, reporting and accountability are now more stringent and this has implications for the structure of the accounting and project organisation. Considerable efforts are required from the office and the board to meet these requirements on an ongoing basis.

Report on fulfilment of objectives in the 2013 annual plan, Programme VI: the organisation

Strategic framework for 2013 - 2015:

Wikimedia Nederland wants to develop into a professional organisation in the years to come without detracting from the flexibility and spontaneity that are present in the organisation. The core of WMNL consists of a team of professionals working at the organisation's offices, and the board.

Strategic objective VI.1. A WMNL office, with a permanent staff and led by a director, will provide support for, among other things, communications, the implementation of volunteer activities, fundraising and board activities.

The office team is now complete and it is providing effective support for the WMNL activities.

Strategic objective VI.2. Processes relating to planning, reporting and accountability will comply with standards associated with seals of approval and with the guidelines of the WMF.

The reports from WMNL to WMF received ever more favourable assessments during the course of 2013. The accounting organisation complies with the CBF requirements, even though the seal of approval cannot be granted for formal reasons (see the explanatory note to programme IV).

Strategic objective VI.3. The board as a whole will be capable of meeting its statutory, and other, obligations and of determining the future course of the organisation and ensuring that course is followed.

In December 2013, the board called in professional experts to draft job descriptions for the present board members and competence profiles for board positions. This process will continue until March 2014.

Financial

code	Description	budgeted	income	expenditure	result	note
VI.1	Office and HR	8,000	0	1,314	6,686	Staff training requirements can be met in part by means of free courses.
VI.2	Reporting and planning	11,500		6,555	4,945	
VI.3	Board	7,150		8,597	-1,446	
	Total	€ 26,650		€ 16,465	€ 10,185	

5. Financial statements, Vereniging Wikimedia Nederland

5.1 Valuation principles

5.1.1 Valuation principles for assets and liabilities

The financial statements were drafted on the basis of the Dutch Annual Reporting Guideline 650 for fundraising institutions, and in accordance with the provisions of Part 9, Book 2 of the Netherlands Civil Code. The financial statements are in euros. The valuation of assets and liabilities and the determination of the result are based on historical cost. Unless stated otherwise for the relevant principle for the specific balance sheet item, the assets and liabilities have been entered at nominal value. The tangible fixed assets are valued at purchase value and depreciated using a straight-line approach based on economic life.

5.1.2 Principles for the determination of the result

Income and charges are allocated to the year to which they relate. Profits are only entered when realised on the balance-sheet date. Liabilities and possible losses originating before the end of the financial year are included if they are known before the financial statements are drawn up.

5.2 Balance sheet

After proposed profit appropriation					
			31 Dec 13		31 Dec 12
ASSETS		€	€	€	€
<i>Intangible fixed assets</i>			0.00		0.00
<i>Tangible fixed assets</i>			6,893		4,366
<i>Financial fixed assets</i>			0.00		0.00
			6,893		4,366
<i>Inventory</i>					
<i>Accounts receivable and accruals</i>		3,902		4,562	
<i>Securities</i>					
<i>Cash at bank and in hand</i>		257,955		213,481	

				261,857		218,043
Total				268,750		222,409
LIABILITIES						
<i>Reserves and funds</i>						
-reserves						
. Continuity reserve			0		0	
. Appropriated reserves			0		0	
. Revaluation reserve			0		0	
. Other reserves			183,699		186,052	
				183,699		186,052
- Funds						
. Earmarked funds				0		7,457
				183,699		193,509
<i>Provisions</i>				6,838		
<i>Long-term liabilities</i>						
<i>Current liabilities</i>				78,213		289
Total				268,750		222,409

5.2.1 Explanatory note to the balance sheet

Explanatory note to the assets

Tangible fixed assets

Wikimedia Nederland is professionalising rapidly. Furniture and ICT hardware have been purchased for the offices in Utrecht. Items with a individual value exceeding € 450 have been included on the balance sheet under tangible fixed assets, and they will be depreciated over a period of three years on a straight-line basis.

Overview of changes in tangible fixed assets for 2013

Tangible fixed assets, overview for 2013:

1 Book value at start of financial year	€	4,366
2 Investments	€	4,723
3 Disinvestments	€	0
4 Revaluation	€	0
5 Depreciation	€	0
6 Reversal of depreciation	€	0
7 Accumulated depreciation up to the start of the financial year	€	346
8 Depreciation ongoing financial year	€	2,196
9 Accumulated depreciation on disinvestments	€	0
10 Depreciation associated with revaluation	€	0
11 Accumulated depreciation at the end of the financial year	€	2,542
12 Book value at the end of the financial year	€	6,893

Accounts receivable and accruals

The outstanding items are bank interest due and a repayment from the Tax Service.

Explanatory note to the liabilities

Current liabilities

These are outstanding invoices and expense statements from 2013, amounts received in advance (membership contributions and a donation of € 20,000 from a private grant-making foundation for the purposes of a project in 2014), staff-related liabilities (reservation for holiday pay and holiday time valued as cash) and an amount of € 29,551 of funding not yet spent for 'Wiki Loves Monuments International', for which we are acting as a fiscal sponsor: we manage the funds, but we do not have access to them ourselves. The advance donation and the amount remaining for WLM International are the main reasons this item is much higher than at the closure of the previous financial year.

Provisions

In 2013, the staff were given the opportunity to join a collective pension scheme, after a quotation had been received for that scheme in the second quarter of 2013. This offer has been accepted in principle. In addition, the board decided in early 2014 that this offer will apply retroactively for those members of staff who had already been employed by the organisation for one year in 2013. The employer expenses in that respect relating to 2013 (€ 6,838 for each offer) have been included as provisions.

5.2.2 Overview of changes in reserves and funds

Overview of changes in reserves and funds				
		2013	2012	2011
		€	€	€
Reserves				
Other reserves				
Balance as at 1 January		186,052	153,687	206,729
From profit appropriation		-2,352	32,364	-53,042
Addition to appropriated funds				
Balance as at 31 December		183,699	186,052	153,687
		12 Dec 2013	12 Dec 2012	12 Dec 2011
Appropriated funds				
Earmarked funds for professionalisation		0	0	73,548
Earmarked funds for CoSyne		0	7,457	10,023
Earmarked funds for international investments		0	0	5,609
Earmarked funds for WMF		0	0	1,445
		0	7,457	90,625

The earmarked funds for Cosyne have been terminated and added to the other reserves. This means that the actual costs incurred for CoSyne (including the repayment of that proportion of the advanced that has not been used) have been charged to the earmarked funds.

5.2.3 Off-balance-sheet entitlements and commitments

Commitments: rental of office space

With effect from 1 January 2013, the offices will be rented directly from the owner. The gross rent including VAT is € 15,808 a year. The contract is for a period of two years, with a period of notice of six months.

Entitlements

A donor made a donation of € 5,000 by notarial deed, to be transferred in five annual instalments. Two instalments have now been received.

5.3 Income statement

		Actual 2013		Budgeted 2013		Actual 2012
		€		€		€
Income:						
- Income from own fundraising activities	42,957		105,000		11,387	
- Income from joint campaigns	0		0			
- Income from third-party campaigns	92		0		100	
- Subsidies from government authorities	0		0			
- Interest receivable and income from investments	3,198		0		3,595	
- Other income	272,649		269,231		154,920	
Total income		318,897		374,231		170,002
Charges:						
Spent on objectives						

- i. Stabilising infrastructure	66,121		55,421		
- ii. Enhancing participation	36,417		59,196		
- iii. Improving quality	28,544		66,383		
- iv. Extending reach	24,188		34,668		
- v. Encouraging innovation	62,538		32,772		
		217,809		248,440	155,986
Fundraising					
- Costs of own fundraising activities	43,139		61,328		8,346
- Costs of joint campaigns	0		0		0
- Costs of third-party campaigns	0		0		0
- Costs of obtaining government subsidies	0		0		0
- Costs of investments	643		0		231
		43,782		61,328	8,577
Management and administration					
- Costs of management and administration		67,117		51,582	56,242
Total charges		328,707		361,350	220,805
Balance of income and charges		-9,810		12,881	-50,803
Appropriation of balance:					
Addition/withdrawal to/from:					

- continuity reserve					
- appropriated reserves					
- revaluation reserve					
- other reserves		-2,352			32,364
- earmarked funds		-7,457	12,881		-83,167
		-9,810	12,881		-50,803

5.3.1 Explanatory note to the income statement

Explanatory note to the income

Collections	0
Donations and gifts	10,498
Contributions	4,239
Sponsorship	4,491
Legacies	0
Own lotteries and competitions	0
Sales of goods	0
Other income from own fundraising activities	1,200
Income from joint campaigns	0
Income from third-party campaigns	92
Subsidies from government authorities	0
Interest receivable and income from investments	3,198
Other income	272,649
Revenue from Hackathon	22,529

'Other income from own fundraising activities' comprises an advance from the Fonds 1818 Foundation for the sub-project *Haagse Macht en Pracht* in the context of *Wiki Loves Monuments* in the Netherlands.

'Other income' consists of an advance from the Wikimedia Foundation for the 2013 annual grant amounting to € 269,231 and a few unforeseen income items as a result of the fact that the reserves created in 2012 for the completion in 2013 of Wiki Loves Monuments International 2012 were not used in full.

Explanatory note to the charges

Classification of objectives

It should be noted that the classification of objectives i-v does not correspond to the classification based on thematic priorities I-VI. The classification i-v was based directly on the strategic objectives formulated by the Wikimedia Foundation and these do not fully match the thematic priorities in WMNL's strategy for 2013-2015. Each activity covered by the thematic priorities I-VI and that is not considered to be charged to own fundraising or administration and management has been assigned to an objective i-v. This was done during the drafting of the budget and not changed thereafter.

Non-conformities with the budget

There were significant non-conformities with the budget for the following items (where reference is made to thematic priorities, a more detailed explanation can be found in the relevant financial section in Chapter 4).

Stabilising infrastructure: additional costs were incurred for the establishment of a new website and a system for customer relationship management.

Enhancing participation and Improving quality: Most of these activities are covered by thematic priority I (community) and II (work). Fewer expenses were incurred than budgeted for both priorities, primarily because only limited external assistance was required because the partner organisations took on the logistical arrangements for the meetings and as a result of other forms of sponsorship in kind.

Extending reach: The international travelling budget was not used in full and the expenses for a survey of members and Wikipedia editors were lower than expected.

Encouraging innovation: The international Wikimedia Hackathon in Amsterdam had a much more generous budget as a result of additional revenue.

Costs of own fundraising activities: Various activities did not take place, or took place on a more limited scale. These activities are primarily covered by thematic priority IV.

Management and administration: The cost category 'office expenses and general overhead' was allocated to the various charges (objectives / own fundraising activities / management and administration) in the budget, but not in the report, where all expenses in this category were allocated to 'management and administration' because this provides a better picture of the actual

expenses for the management of the organisation and the assets.

Salary expenses

The number of employees on 1 January 2013 was 3. The number of employees on 31 December 2014 was 5. The average number of employees in the year 2013 was 4.625.

Vereniging Wikimedia Nederland does not have any staff schemes. Vereniging Wikimedia Nederland did not engage in any pension commitments to its employees in 2013. The employment contracts state that Vereniging Wikimedia Nederland does not have a pension scheme. In 2013, the staff were given the opportunity to join a collective pension scheme, after a quotation had been received for that scheme in the second quarter of 2013. This offer has been accepted in principle. In addition, the board decided in early 2014 that this offer will apply retroactively for those members of staff who had already been employed by the organisation for one year in 2013. The employer expenses in that respect relating to 2013 (€ 6,838 for each offer) have been included as provisions.

Allowances paid to board members

The members of the board receive no fees. The association does not pay holiday pay. In accordance with the declaration rules of the association, expenses were reimbursed, particularly travelling expenses.

The following commitment applies under the articles of association: all payments made directly or indirectly to members of the board are included as such in the financial statements of the association and explained.

Ziko van Dijk:	€ 1,971.37
Frans Grijzenhout:	€ 1,806.74
Hans Muller:	€ 339.09
Anke Pereboom:	€ 69.85
Paul Becherer:	€ 40.00
Ad Huikeshoven:	€ 0.00
Jan Anton Brouwer:	€ 0.00

Most of these expenses are travelling expenses and any accommodation expenses.

5.3.2 Specification and allocation of costs according to category

Category			Objective				Fundraisin g				Managem ent &	Total	Budgeted	Total
											Accountin g	2013	2013	2012
	I Stabilising infrastructure	II Enhancing participation	III Improving quality	IV Extending reach	V Encouraging Innovation	Own fund raising	Joint campaign s	Third- party campaign s	Subsidies	Investm ents				
Charges														
Subsidies and contributions	0	0	0	0	0	0	0	0	0	0	0	0	25,000	9,068
Contributions to WMF	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Purchases and acquisitions	21,495	12,016	3,914	20,150	49,182	4645	0	0	0	0	23,423	134,825	96,800	3,823
Work contracted out	0	0	0	0	0	0	0	0	0	0	2,311	2,311	0	103,751

Publicity and communications	0	0	0	0	0	0	0	0	0	0	0	0	4,500	8,346
Staff expenses	40,269	22,002	22,749	2,445	9,236	35,652	0	0	0	0	18,240	150,593	183,350	69,224
Accommodation expenses	4,356	2,399	1,881	1,594	4,120	2,842	0	0	0	0	4,422	21,615	25,000	22,684
Office expenses and general overhead	0	0	0	0	0	0	0	0	0	643	18,721	19,364	26,700	3,908
Depreciation and interest	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	66,121	36,417	28,544	24,188	62,538	43,139	0	0	0	643	67,117	328,707	361,350	220,804

Explanatory note to the specification

For the allocation of 'general' expenses to the various categories - objectives (I-V), fundraising, and management and administration - the following system was used:

- Tangible expenses were allocated as much as possible to activities (which are themselves clearly allocated to one of the categories)
- Staff expenses were allocated on the basis of the number hours estimated in the budget
- 'Office expenses and general overhead' were allocated to management and administration
- Accommodation expenses were allocated in proportion to all other expenditure (including staff costs and 'office and general').

5.3.3 Costs per group of activities

The costs per group of activities are detailed in the description of the activities for each thematic priority in Chapter 4.

6. Other information

6.1 Profit appropriation

The balance of reserves and funds as at 31 December 2013, before profit appropriation, was as follows:

Other reserves:	€ 186,052
Funds earmarked for CoSyne:	€ 7,457

The funds earmarked for Cosyne comprise an advance for expenditure for the purposes of a European project in which WMNL participated. That project ended in 2013. In the end, we spent less than the advance and the remainder was paid back during the course of 2013 after definitive settlement. It has been proposed to terminate the earmarking of funds for Cosyne and to allocate them to the other reserves.

The result before appropriation is € 9,810 negative. It has been proposed to charge this amount to the other reserves. It should be pointed out here that a decision still has to be taken in consultation with the Wikimedia Foundation Inc. about which part of the grant they gave for 2013 remains unused; that amount will then have to be paid back or netted with an advance for the grant given for 2014. It is also important here that the monies received from the Wikimedia Foundation Inc. may not be used to form reserves that exceed six months of expenditure (see Grant Agreement 2013).

In the proposed profit appropriation, € 7,457 has therefore been deducted from the earmarked funds for Cosyne and added to the other reserves. This constitutes the termination of the earmarked funds. The negative result of € 9,810 will be charged to the other reserves, which will therefore amount to € 183,699 (on balance, therefore, € 9,810 - € 7,457 = € 2,352 will be deducted from the other reserves).

This means that the balance of funds and reserves as at 31 December 2013, after profit appropriation, will be:

Other reserves:	€ 183,699
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6.2 Auditor's statement



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Controleverklaring van de onafhankelijke accountant

Aan: de Algemene Ledenvergadering en het bestuur van Vereniging Wikimedia Nederland

Verklaring betreffende de jaarrekening

Wij hebben de in dit jaarverslag opgenomen jaarrekening 2013 van Vereniging Wikimedia Nederland te Amsterdam gecontroleerd. Deze jaarrekening bestaat uit de balans per 31 december 2013 en de staat van baten en lasten over 2013 met de toelichting, waarin zijn opgenomen een overzicht van de gehanteerde grondslagen voor financiële verslaggeving en andere toelichtingen.

Verantwoordelijkheid van het bestuur

Het bestuur van de entiteit is verantwoordelijk voor het opmaken van de jaarrekening die het vermogen en het resultaat getrouw dient weer te geven, alsmede voor het opstellen van het jaarverslag, beide in overeenstemming met Richtlijn 650 - Fondsenwervende instellingen. Het bestuur is tevens verantwoordelijk voor een zodanige interne beheersing als het noodzakelijk acht om het opmaken van de jaarrekening mogelijk te maken zonder afwijkingen van materieel belang als gevolg van fraude of fouten.

Verantwoordelijkheid van de accountant

Onze verantwoordelijkheid is het geven van een oordeel over de jaarrekening op basis van onze controle. Wij hebben onze controle verricht in overeenstemming met Nederlands recht, waaronder de Nederlandse controlestandaarden. Dit vereist dat wij voldoen aan de voor ons geldende ethische voorschriften en dat wij onze controle zodanig plannen en uitvoeren dat een redelijke mate van zekerheid wordt verkregen dat de jaarrekening geen afwijkingen van materieel belang bevat.

Een controle omvat het uitvoeren van werkzaamheden ter verkrijging van controle-informatie over de bedragen en de toelichtingen in de jaarrekening. De geselecteerde werkzaamheden zijn afhankelijk van de door de accountant toegepaste oordeelsvorming, met inbegrip van het inschatten van de risico's dat de jaarrekening een afwijking van materieel belang bevat als gevolg van fraude of fouten.

Bij het maken van deze risico-inschattingen neemt de accountant de interne beheersing in aanmerking die relevant is voor het opmaken van de jaarrekening en voor het getrouwe beeld daarvan, gericht op het opzetten van controlewerkzaamheden die passend zijn in de omstandigheden. Deze risico-inschattingen hebben echter niet tot doel een oordeel tot uitdrukking te brengen over de effectiviteit van de interne beheersing van de entiteit. Een controle omvat tevens het evalueren van de geschiktheid van de gebruikte grondslagen voor financiële verslaggeving en van de redelijkheid van de door het bestuur van de entiteit gemaakte schattingen, alsmede een evaluatie van het algehele beeld van de jaarrekening.

Wij zijn van mening dat de door ons verkregen controle-informatie voldoende en geschikt is om een onderbouwing voor ons oordeel te bieden.

Oordeel betreffende de jaarrekening

Naar ons oordeel geeft de jaarrekening een getrouw beeld van de grootte en samenstelling van het vermogen van Vereniging Wikimedia Nederland per 31 december 2013 en van het resultaat over 2013 in overeenstemming met Richtlijn 650 - Fondsenwervende instellingen.

Statutair gevestigd te Eindhoven en ingeschreven in het handelsregister onder nummer 17171186.
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Verklaring betreffende overige bij of krachtens de wet gestelde eisen

Ingevolge artikel 2:393 lid 5 onder e en f BW vermelden wij dat ons geen tekortkomingen zijn gebleken naar aanleiding van het onderzoek of het jaarverslag, voor zover wij dat kunnen beoordelen, overeenkomstig Richtlijn 650 - Fondsenwervende instellingen is opgesteld, en of de in artikel 2:392 lid 1 onder b tot en met h BW vereiste gegevens zijn toegevoegd. Tevens vermelden wij dat het jaarverslag, voor zover wij dat kunnen beoordelen, verenigbaar is met de jaarrekening zoals vereist in artikel 2:391 lid 4 BW.

Wognum, 12 maart 2014

BDO Audit & Assurance B.V.
namens deze,

w.g. H.C.J. Bot RA

7. Annex

7.1 Future

The annual plan and budget for 2014 were adopted by the general meeting of 21 September 2013. On that basis, an application was submitted to the *Funds Dissemination Committee* of the Wikimedia Foundation for a basic subsidy of € 323,000. The FDC advised granting this application in part, in other words granting € 304,000, and this recommendation was adopted by the board of the Wikimedia Foundation. Because this is a relatively small difference with the amount applied for, it was decided not to submit a revised budget but to keep an eye on expenditure and to remedy any shortfalls using the reserves.

7.1.1 Budget for 2014

Income statement

		Budgeted 2013			Budgeted 2014
		€			€
Income:					
Income from own fundraising activities		105,000			356,067
Income from joint campaigns		0			0
Income from third-party campaigns		0			0
Subsidies from government authorities		0			0
Interest receivable and income from investments		0			0
Other income		269,231			0
Total income		374,231			356,067
Charges:					
Spent on objectives					
i Stabilising infrastructure	55,421		I COMMUNITY	79,568	
ii Enhancing participation	59,196		II WORK	95,864	
iii Improving quality	66,383		III ASSOCIATION	17,637	
iv Extending reach	34,668		IV FINANCES	0	
v Encouraging innovation	32,772		V GLOBAL	48,208	
			VI ORGANISATION	0	
		248,440			241,277
Fundraising					
Costs of own fundraising activities	61,328			33,606	
Costs of joint campaigns	0			0	
Costs of third-party campaigns	0			0	
Costs of obtaining government	0			0	

subsidies				
Costs of investments	0		0	
		61,328		33,606
Management and accounting				
Costs of management and accounting		51,582		81,184
Total charges		361,350		356,067
Balance of income and charges		12,881		0
Appropriation of balance				
Addition/withdrawal to/from:				
Continuity reserve		0		0
Appropriated reserves		0		0
Revaluation reserve		0		0
Other reserves		0		0
Earmarked funds		12,881		0
		12,881		0

Note on the budget relating to guideline 650 of the Council for Annual Reporting

Background

The drafting of the budget and annual statements in accordance with Guideline 650 of the Council for Annual Reporting (for fundraising institutions) was one of the requirements for the CBF certificate for small charities. However, we withdrew the application for the CBF certificate during the course of the year because there is no prospect at the moment that this certificate will actually be granted. One of the main reasons for this is that most fundraising by far under the Wikimedia flag in the Netherlands is not organised by the Vereniging Wikimedia Nederland (WMNL) but by the Wikimedia Foundation. It was thought that this could result in confusion between an organisation with CBF approval and an organisation with no approval of that kind. The CBF certificate will therefore only be granted if there is a possibility that WMNL will once again organise most of the fundraising in the Netherlands for its own account. That will certainly not be the case before 2016: the Wikimedia Foundation will only then consider allowing the national organisations (or 'chapters') to raise funds using the Wikimedia websites (with the exception of a few associations which still do this at present for various reasons). Nevertheless, we have maintained the system conforming to guideline 650, at least until a decision has been made in 2015 by WMNL about whether it is desirable or feasible to conduct our own fundraising for the Wikimedia movement in the Netherlands once again. Doing so means that we will not need to make alterations to the system if WMNL decides to engage in its own fundraising again and if the Wikimedia Foundation allows us to go down that road.

Reserves

In accordance with the Articles of Association, and in particular the agreement that WMNL has with the Wikimedia Foundation (WMF), the general reserve (continuity reserve) must, in principle, not exceed a sum of six months of operational expenses at the end of the financial year. At present, there are no other reserves or appropriated funds in addition to that sum.

Staff expenses

Staff expenses comprise wages, social security premiums and employer charges, and in some cases an allowance for commuting by public transport. In addition, employees can declare expenses and have them reimbursed when those expenses have been incurred during the course of their duties for the association. The budgeted expenses for commuter travel amount to € 8,200. The other salary expenses amounting to € 151,248 can, on the basis of the percentages for the current year (2013), be broken down as follows: gross wages approximately € 118,372, holiday pay approximately € 11,357, social security charges and employer contributions approximately € 21,199 and fixed tax-free expense allowances approximately € 500. This does not therefore include occasional allowances which will also comprise material expenses for the purposes of specific programmes.

Allowances for board members

As stated in the Articles of Association, the board members do not receive any remuneration or reimbursement as such, except for an allowance for expenses incurred during the course of their duties for the association. At present, none of the board members have yet availed themselves of the option referred to in the Articles of Association for non-excessive attendance fees and no payment of such attendance fees is expected for 2014 either.

Allocation of expenses for communications

A literal reading of Guideline 650 could lead to the conclusion that all expenses for external communications (such as promotions and public relations) must be allocated to 'Costs of own fundraising activities', unless a number of conditions are met. The communications activities would in that case have to be primarily educational in nature (in other words communications with the aim of raising awareness or changing attitudes or behaviour other than donating monies) and the fulfilment of the educational objectives would have to be one of the statutory goals. The latter is, at present, not unambiguously the case for WMNL.

Nevertheless, in this budget, expenditure for a proposed major public campaign has not been fully allocated to the costs of own fundraising activities. We believe that allocating those expenses in full to the 'Costs of own fundraising activities' would result in a distorted picture given the fact that the main aim of the campaign is not to raise funds but to educate the public about Wikipedia and the other Wikimedia projects and/or to encourage the public to participate in support activities. In that context, additional donations are a side-effect only, albeit one that is beneficial to us. Of course, this side-effect is to be expected, as is the fact that some of the communications will refer to the dependence of the Wikimedia projects on donations and to the possibility of making donations.

It would therefore also not seem to be reasonable to allocate no expenses at all to 'Costs of own fundraising activities'. Guideline 650 does require an allocation formula for expenses of this kind to be based on a clear and consistent system. A system of this kind could involve allocating costs for communications that refer in a concrete way to the possibility of making donations (even if this is only a minor part of the text) or to the dependency of the Wikimedia projects on donations to 'Costs of own fundraising activities'. It could also involve keeping records of expenditure on those communications, both in euros and time, during the year. The 50/50 ratio used at present is therefore the target percentage and the annual statements will therefore report on the basis of this same system.

Percentages

Guideline 650 requires annual reports to state two percentages: the costs of own fundraising activities divided by the income from own fundraising activities ('cost percentage'), and the percentage of expenditure on the objective by comparison with total expenditure ('spending on objectives'). Last year, any amount allocated on the basis of the FDC procedure was not classified as income from own fundraising activities. However, in practice, applications from associations with sizeable budgets and a 'track record' can be cut considerably on occasion or even rejected and this is therefore certainly not a guaranteed source of income. It was therefore decided to include an FDC contribution as income from own fundraising activities this year. The percentages are therefore:

Cost percentage:	9 %
Expenditure on objectives:	68 %

It should be pointed out here that the FDC income is, ultimately, also largely generated on the basis of public contributions to the WMF, for which expenses are also incurred. On the basis of the latest published and audited annual figures for the Wikimedia Foundation at the time this budget was being drafted - the figures for 2011-2012 (available from http://wikimediafoundation.org/wiki/Annual_Report) - it is possible to derive a cost percentage of 9% (costs for 'Fundraising' divided by the income from 'Donations and contributions').

Credits

2013 Annual Report
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Front page From left to right and top to bottom Vera de Kok, Ziko van Dijk, Uberprutser, Sebastiaan ter Burg. **Page 3**, Sebastiaan ter Burg. **Page 8**, Sebastiaan ter Burg. **Page 12**, Sebastiaan ter Burg. **Page 17** , Sebastiaan ter Burg. **Page 22**, Sebastiaan ter Burg. **Page 23**, Kabelleger / David Gubler. **Page 25**, Sebastiaan ter Burg.

“ “ Stel je een wereld voor
waarin elke persoon vrije
toegang heeft tot alle kennis.
Dat is waar wij aan werken. ” ”