

WIKIMEDIA UK

England & Wales · Charity number 1144513

Details

Other names WIKI UK LIMITED, WIKIMEDIA UK

Status Registered

Legal form Charitable company

Company number [06741827](#)

Registered 2011-11-03

Register [View on the Charity Commission register](#)

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Activities

Objects: THE OBJECTS OF THE CHARITY ARE, FOR THE BENEFIT OF THE PUBLIC, TO PROMOTE AND SUPPORT THE WIDEST POSSIBLE PUBLIC ACCESS TO, USE OF AND CONTRIBUTION TO OPEN CONTENT OF AN ENCYCLOPAEDIC OR EDUCATIONAL NATURE OR OF SIMILAR UTILITY TO THE GENERAL PUBLIC, IN PARTICULAR THE OPEN CONTENT SUPPORTED AND PROVIDED BY WIKIMEDIA FOUNDATION, INC., BASED IN SAN FRANCISCO, CALIFORNIA, USA. "CONTENT" MEANS TEXTUAL OR NUMERICAL INFORMATION, STILL OR MOVING IMAGES, SOUND OR MUSIC OR OTHER DATA DISSEMINATED ON PRINTED, ELECTRONIC AND OTHER APPROPRIATE MEDIA AND SERVICES. CONTENT IS SUBJECT TO EDITORIAL POLICIES AND SAFEGUARDS DESIGNED TO ENSURE ITS OVERALL ACCURACY AND QUALITY. CONTENT IS "OPEN" WHEN IT IS AVAILABLE FOR NO CHARGE AND WITHOUT DISCRIMINATION TO THE GENERAL PUBLIC, WITH LEGAL RIGHTS TO VIEW, COPY, SHARE, ADAPT, IMPROVE AND OTHERWISE USE AND REUSE THAT CONTENT AND WHEN TECHNICAL MEASURES ARE IN PLACE TO SUPPORT SUCH USAGE.

Activities: WMUK exists to help collect, develop and distribute freely licensed knowledge (and other educational, cultural and historic material). We do this by bringing the Wikimedia community in the UK together, and by building links with UK-based cultural institutions, universities, charities and other bodies, and with overseas bodies within the Wikimedia Movement.

Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Other Finance, Provides Human Resources, Provides Buildings/facilities/open Space, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, Arts/culture/heritage/science, Environment/conservation/heritage
- **Who:** Other Charities Or Voluntary Bodies, Other Defined Groups, The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-01-31	£1,269,305	£1,029,346	£645,526	14
2024-01-31	£1,095,569	£1,130,426	£405,567	16
2023-01-31	£977,202	£976,142	£440,424	15
2022-01-31	£860,254	£832,110	£439,364	13
2021-01-31	£867,439	£694,263	£411,220	10

Trustees

Name	Role	Appointed
Lucy Yu	Chair	2025-09-18
Adrian Beidas		2022-07-09
Alex Ashby		2023-09-15
Andrew Russell		2024-09-21
Caroline Ball		2021-07-10
Douglas Scott		2025-09-27
Ian Watt		2025-09-27
Mark Cruickshank		2022-03-29
Monica Westin		2024-09-21
Sarvesh Ramachandran		2023-09-15

WIKIMEDIA UK

England & Wales - Charity number 1144513

Accounts



WIKIMEDIA UK

**AMENDED
Annual Report and Financial Statements**

For the Year Ended 31 January 2025

**Company Number: 06741827
Charity Registered in England and Wales Number: 1144513**

Wikimedia UK
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For the Year Ended 31 January 2025

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Wikimedia UK

Reference and Administrative Details
For the Year Ended 31 January 2025

Trustees (as at the date of approval of the report)

A Ashby (Treasurer)
C Ball (Chair of Community Development Committee)
A Beidas (Chair of Audit and Risk Committee)
M Cruickshank
S Fox
S Ramachandran
A Russell
A Sen
M Westin
V Wineman

Management

L Crompton-Reid (Chief Executive)

Registered Office

The British Library
96 Euston Road
Level 4
Room 46018
London
NW1 2DB

Bankers

Unity Trust Bank plc
Four Brindley Place
Birmingham
B1 2HB

The Co-operative Bank plc
1 Balloon Street
Manchester
M60 4EP

Auditors

Albert Goodman LLP
Goodwood House
Blackbrook Park Avenue
Taunton
TA1 2PX

Legal Advisers

Stone King LLP
13 Queen Square
Bath
BA1 2HJ

Burges Salmon LLP
One Glass Wharf
Bristol
BS2 0ZX

Wikimedia UK

Message from the Chair

For the Year Ended 31 January 2025

It is my pleasure to introduce Wikimedia UK's Annual Report and Accounts for 2024/25. As Treasurer, Vice Chair of the charity, and currently interim Chair of the Board, I believe that this report offers a clear and comprehensive overview of the charity's achievements over the past financial year, alongside a robust financial position. For a deeper dive into our projects, programmes and other charitable activities, we encourage readers to explore our digital Strategic Report, which complements the statutory accounts with case studies, programme insights, and multimedia content from the final year of our 2022–2025 strategic framework.

Thank you to my fellow trustees, who continue to devote their time and expertise to help support the work of the executive and the wider staff team. In particular, on behalf of the whole charity I would like to thank Monisha Shah, who stepped down from her role as Chair of the Board in June 2025 after serving four years. Monisha's calm, steady guidance, strategic insights, and significant governance expertise helped to cement Wikimedia UK's reputation as a credible, dynamic and mission-focused charity with excellent governance practices. I know she will be much missed.

We also extend our thanks to Sangeet Bhullar, who retired from the Board in January 2025 after six years as a trustee. Sangeet brought her thoughtful, reflective perspective to a wide range of issues at Wikimedia UK but was particularly valuable for her insights into our information literacy programmes, as she founded and runs a non-profit company dedicated to empowering young people, families and educators to thrive in a digitally connected world.

This is also an opportunity to note new board appointments, and formally welcome new trustees to the board. At our September 2024 AGM, Caroline Ball was re-elected for a second term, and we welcomed two new trustees: Andrew Russell, who brings expertise in public affairs, and Monica Westin, a Wikimedian with a strong background in the open knowledge sector. We're grateful to all candidates who stood for election and look forward to working with our new colleagues.

I'm also delighted to welcome our incoming Chair, Lucy Yu, who joins the Board in September 2025 following an open and competitive recruitment process. As founder and CEO of the Centre for Net Zero, and the UK government's Clean Energy AI Champion, Lucy brings valuable experience in organisational leadership, open data, public policy, and emerging technologies - all highly relevant to Wikimedia UK's future direction.

Now coming up to my second year on the Board of Trustees, I continue to be impressed by the scale, diversity and innovation of the work delivered by Wikimedia UK's staff and volunteers, in partnership with a very wide range of organisations in the education, cultural heritage and other sectors. With Wikimedians in Residence at institutions such as the University of Edinburgh, Global Systems Institute at the University of Exeter, Khalili Foundation, University of Leeds, National Institute for Health Research and the National Library of Wales, the reach and impact of the organisation is further strengthened. My sincere thanks to all volunteers, staff, Wikimedians in Residence, and partners for your support of our programme. I would also like to thank our donors and funders, without whom this work would not be possible.

Alex Ashby, Chair of the Board of Trustees

Wikimedia UK

Message from the Chief Executive
For the Year Ended 31 January 2025

Welcome to Wikimedia UK's Annual Report and Accounts for 2024/25. Looking back on our activities during the financial year, I'm very proud of everything that the charity has achieved and the impact that we have created. This is only possible because of the dedication and expertise of staff, partners, trustees, volunteers and other contributors, and I add my own thanks to this remarkable community to those of Alex Ashby, above. I would also like to thank the Wikimedia Foundation for their continued support of Wikimedia UK, not only through a multi-year grant and other project funding but as a thought partner, sounding board and ally.

I have been reminded again and again over the past year just how unique Wikimedia's community is in its ethos, approach, and tireless commitment to open knowledge. It is also resilient; a quality that is going to prove vital over the next few years. If you are reading this Report, you probably care deeply about how information is being weaponised all over the world. The erosion of trust in information, the curtailment of privacy and free expression, and the rise of authoritarianism is the antithesis of what Wikimedia stands for as a movement. Wikimedia UK remains committed to the ideal of a world in which every single human being can freely share in the sum of all knowledge, and believes that the UK community can play an important role in realising that global vision.

This Report covers the final year of our 2022 - 2025 strategy. 2024 was therefore a year of reflection and deliberation for Wikimedia UK, as we worked together to create a new strategic framework for 2025 to 2030. Whilst the strategy remains grounded in our long term vision of a more informed, democratic and equitable society through open knowledge, it calls for a step change in our work with secondary schools. The new strategy foregrounds our role in supporting and advocating for a healthy information ecosystem, underpinned by high levels of information literacy and civic engagement, and supported by policy measures that protect rather than undermine public interest platforms and provide appropriate regulation for emerging technologies. There is also a renewed focus on the recruitment, development and engagement of contributors, including users with extended rights on the Wikimedia projects.

I would like to take this opportunity to thank our outgoing Chair, Monisha Shah, for her wise counsel and support over the past four years. Warm thanks are also due to Alex Ashby—already serving as the charity's Treasurer and Vice Chair—for stepping into the Chair role on an interim basis while we recruited Monisha's successor. Finally, I would like to welcome Lucy Yu, who joins Wikimedia UK as our new Chair at an exciting time, as we reflect on a period of sustained growth in the charity's income, impact and profile, and look forward to delivering our ambitious new strategy.

Lucy Crompton-Reid, Chief Executive

Wikimedia UK is a registered charity and a company limited by guarantee and operates under the name of Wikimedia UK. The directors, who are also the trustees for the purpose of the charity law, present their report, together with the audited financial statements of the charitable company for the year ended 31 January 2025, which have been prepared in accordance with the current statutory requirements, its governing documents and Statement of Recommended Practice (SORP FRS 102- implemented 1 January 2019).

References and Administrative Details

Administrative information is given in a separate section at the front of these accounts.

Directors and Trustees

The directors of the Company are the Charity's trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees.

The Trustees serving during the year and since the year-end are as follows:

- J Akodoya Manieson (resigned 1 October 2024)
- A Ashby
- C Ball
- A Beidas
- Dr H K Bhullar (resigned 31 December 2024)
- M Cruickshank
- S Fox
- S Ramachandran
- A Russell (appointed 21 September 2024)
- A Sen (appointed 10 June 2025)
- M Shah (resigned 1 July 2025)
- R Ward (resigned 1 October 2024)
- M Westin (appointed 21 September 2024)
- V Wineman

None of the Trustees have any beneficial interest in the Company. All of the Trustees are members of the Company and guarantee to contribute £1 in the event of a winding up.

Wikimedia UK

Trustee Directors' Report

For the Year Ended 31 January 2025

Structure, governance and management

Wikimedia UK is a charitable company limited by guarantee. It was incorporated on 5th November 2008 as company number 06741827; registered as a charity in England and Wales on 3rd November 2011, and in Scotland on 22 August 2018. Wikimedia UK has a subsidiary company, Cultural Outreach Limited (company number 08548511), incorporated on 29th May 2013. The sole purpose of this subsidiary is to hold the intellectual property rights of QRpedia; a mobile web-based system which uses QR codes to deliver Wikipedia articles to users, in their preferred language.

Under its Articles of Association Wikimedia UK is governed by a Board of up to seven elected directors and up to four co-opted directors who are the trustees for charity law purposes. Terms for elected trustees are three years, with the possibility of re-election subject to a maximum continuous period of up to six years. Co-opted trustees are expected to serve up to two terms of two years each; with the possibility of re-appointment subject to a maximum continuous period of six years.

The Board is committed to best practice in charitable governance. All trustees are inducted to the charity through a programme of one-to-one meetings and formal external training as necessary. Trustees are also sent a trustee induction pack that combines external advice and key internal documents. Training and development opportunities are available to serving trustees throughout their time on the board, such as attendance at relevant conferences, training in specific areas such as finance, copyright law or chairing skills, participation in Wikimedia UK's events and conferences and 'teach-ins' by other trustees or members of the staff team. There are two board committees that meet quarterly—Audit and Risk, and Community Development—with a standing Governance Committee which meets as needed. All the subcommittees are governed by formal charters and have the capacity to include specialist external members with full voting rights.

Wikimedia UK encourages all who support its charitable aims and objectives, and who are willing to abide by its membership rules, to join as voting company members. Admission to company membership is by online application to the Charity, with authority for agreeing new members delegated by the board to the Chief Executive. All members of the charity are entitled to stand for the board of trustees, and elections are held at our Annual General Meeting according to the election rules inscribed in our constitution. Co-opted board members can join at any time during the year and are recruited to meet specific skills gaps.

The company has a Chapter Agreement with the Wikimedia Foundation, the public non-profit organisation that operates Wikipedia and its sister websites and owns the Wikimedia trademarks. Each party agrees to support the work of the other and agrees not to engage in activities that might negatively impact the work or reputation of the other.

The charity is managed on a day-to-day basis by the Chief Executive, with a Scheme of Delegation to facilitate fully accountable, effective and efficient management of the charity. Other key management personnel include the Director of Programmes and Evaluation, the Head of Finance and Operations and the Head of Development and Communications. Salaries for all staff are reviewed annually as part of our budget planning cycle, with benchmarking against similar roles undertaken on a regular basis and particularly upon a new appointment.

Objects and Aims

The trustees confirm that they have complied with the duty in Section 17(5) of the Charities Act 2011 to have due regard to the general guidance issued by the Charity Commission on public benefit, including the guidance 'Public Benefit: Running a Charity (PB2)'. The Objects of the Charity are, for the benefit of the public, to promote and support the widest possible public access to, use of and contribution to Open Content of an encyclopaedic or educational nature or of similar utility to the general public, in particular the Open Content supported and provided by Wikimedia Foundation, Inc., based in San Francisco, California, USA.

2024/25 represented the final year of Wikimedia UK's strategic framework for 2022 - 2025, summarised below:

Our VISION is of a more informed, democratic and equitable society through open knowledge

Our MISSION is to enable people to engage with open knowledge and access reliable information in order to develop their understanding of the world, and make informed decisions about issues that affect them.

We strive to act with integrity in upholding and inspiring the following VALUES:

- Equity
- Inclusivity
- Collaboration
- Creativity
- Boldness

Wikimedia UK's strategic themes for 2022 - 2025 are:

- Knowledge Equity
- Information Literacy
- Climate and Environment

A number of **STRATEGIC PILLARS** underpin successful delivery across all areas of our work:

- Equity, diversity and inclusion embedded across the organisation
- A thriving national and international community
- Public profile and recognition of the organisation and Wikimedia projects
- A positive legislative environment for open knowledge in the UK
- Organisational resilience and sustainability

Charitable Activities

Wikimedia UK's strategic framework informs all initiatives undertaken by the charity. As outlined above, our strategic themes for 2022 - 2025 are knowledge equity, information literacy, and climate and the environment, while five strategic pillars underpin all of our work and programmes.

This report shares some highlights from this programme and is combined with detailed financial statements for the year 2024 - 2025. For more case studies, videos and other evidence of our work, reach and impact you may want to view the digital-only Strategic Report.

Key Metrics achieved in 2024/25:

- 917 new editors trained
- 8269 participants in our programme
- 379 lead volunteers/community organisers
- Over 3 million articles improved on Wikipedia
- Over 150,000 images added to Wikimedia Commons
- Nearly 20 million items added or improved on Wikidata
- Over a billion image and article views
- Articles created and improved in 38 languages
- 39 policy interactions leading to 6 policy changes
- Over 26,000 volunteer hours
- 115 strategic partnerships
- Total social media audience of 124k

Strategic Theme 1: Knowledge Equity

The charity delivered a wide range of activities under the Knowledge Equity umbrella in 2024, including conferences and events such as Celtic Knot 2024—organised in partnership with Wikimedia Community Ireland, who welcomed Wikimedia's minority languages community to Waterford—and co-created projects such as our new partnership with the Heritage Lab, a digital platform for South Asian art and culture.

We built on our previous report on barriers to engagement for smaller heritage organisations by commissioning research into Wikimedia UK's existing outreach to minority groups. The research included recommendations on how we can reduce barriers to working with us in future, and is informing practice across the staff team. Learning from other organisations is also informing our approach, including initiatives such as re:shape at Wikimedia Deutschland, and our involvement as a community catalyst in Museum Galleries Scotland's 'Delivering Change' programme.

As part of our overall evaluation framework for 2022 - 2025 we set ourselves some key questions in relation to Wikimedia UK's three strategic themes. In early 2025, we commissioned an external evaluation consultant, Tina Puryear, to consider the extent to which we had answered these questions, and achieved our strategic aims and objectives for the three year period 2022 - 2025.

Quoting directly from Tina Puryear's report, "Wikimedia UK has contributed to the global Wikimedia movement's goal of achieving knowledge equity. Their contributions are twofold. First, Wikimedia UK has delivered many effective programmes that resulted in improved reliability and the creation of new information and knowledge which represent minoritised groups or content. Wikimedia UK has also grown their reputation as a thought leader, with more invitations to not just participate but to partner in advocacy and influencing initiatives relating to knowledge equity."

Wikimedia UK, Tina goes on to say, "understands that contributing to change externally requires creating change internally. Their core values of equity, diversity and inclusion informs Wikimedia UK's programmatic focus as well as their approach to work. Wikimedia UK proactively researches and evidences knowledge inequities and does their own reflections on decolonising and addressing systemic and systematic biases

within their organisation. They are committed to learning and embedding ethical approaches to the work, most especially when working in partnership with individuals and groups from minoritised communities, so as to not perpetuate systemic biases nor replicate the extractive approaches that are too frequently employed when there is a power imbalance between knowledge holders and knowledge gatekeepers.”

Strategic Theme 2: Information Literacy

Wikimedia UK works with educational, community and other partners to develop information literacy skills, in order to enable people to engage effectively with open knowledge content as well as other media and information. Much of this work is at the classroom level, working with course leaders and other educators to create engaging programmes for students and other participants. We also commission research and work in partnership with other organisations to advocate for the inclusion of information literacy skills in curricula, and in public policy.

The qualitative evaluation question we asked ourselves in relation to our second strategic theme was to what extent did Wikimedia UK build information literacy, and support the creation of an empowered civil society in the UK? Tina Puryear reflected that “Wikimedia UK embeds information literacy throughout all of its programming and influencing work, recognising its importance in further empowering new and diverse content/knowledge creators for their knowledge equity work as well as its importance in and of itself as a key element to support an equitable and democratic information ecosystem. Wikimedia UK has well established information literacy programmes for higher education/universities. There is evidence that these programmes result in improved information literacy skills and awareness for the participants. They are growing this work, expanding into secondary education and further into new organisations, institutions and community groups. A key part of this will be building on the already strong Wikimedia UK advocacy efforts to raise awareness of the importance of literacy skills. These efforts will take time but will expand the contribution Wikimedia UK makes to empowering civil society in the UK.”

Strategic Theme 3: Climate and Environment

This was a new theme for Wikimedia UK in our 2022 - 2025 strategy, in recognition of the accelerating climate crisis and Wikimedia’s critical role in providing up-to-date, accurate and unbiased information about climate change and ecological decline. Our flagship project within this programme is our ongoing partnership with the Global Systems Institute (GSI) at the University of Exeter. Launching in Autumn 2022, we are now in the third year of this residency, with millions of views of climate-related content that has been added or improved through this partnership.

The qualitative evaluation question that we posed for ourselves relating to this area of our work, was how can Wikimedia UK have the strongest impact in terms of climate and other topics of impact? In her independent evaluation of our programmes, Tina Puryear found that Wikimedia UK could have the strongest impact by “continuing their ethical and collaborative approach to knowledge holders’ co-production of open information and knowledge of climate and other topics of impact. Their current models of working in the knowledge equity and information literacy programmes are effective at increasing skills, at raising awareness and empowering underrepresented groups to create and improve content. These approaches and models also enable Wikimedia UK to be adaptive and responsive to the needs and priorities of communities and groups they work with. They’ve been able to demonstrate the power of these approaches with the Climate Residency and should be able to scale this approach going forward.”

Strategic Pillars

Our five strategic pillars underpin and support all of our work. During 2024/25 we strengthened all of these pillars, with key highlights and achievements shared below.

Equity, diversity and inclusion embedded across the organisation

Alongside the strides we are making towards knowledge equity in our programmatic work, during 2024 Wikimedia UK continued to diversify the staff team and board of trustees, explore new approaches to inclusion, and embed equity into all of our policies and practices.

A thriving national and international community

Wikimedia UK continues to innovate in its work with the volunteer community, with a number of new initiatives developed during 2024, including mini wikis, and the Sandbox Sessions (launched in 2025). Managing the Volunteer Supporters Network in partnership with Wikimedia Argentina is also an important way in which we contribute to a thriving international community, along with extensive participation in peer networks and knowledge sharing events and initiatives.

Public profile and recognition of the organisation and Wikimedia projects

Wikimedia UK's profile within our target sectors and audiences and the wider general public continues to grow. This is achieved through a range of communications, outreach and advocacy activities, including proactive social media engagement; externally-facing publications (in 2024 this included an updated Education case studies booklet in partnership with the University of Edinburgh, and the launch of the GLAM-E Lab Toolkit); and contribution to thought leadership spaces, such as our contribution of an article about the Wikipedia community to the prestigious RSA Journal.

A positive legislative environment for open knowledge in the UK

The charity contributes to public policy consultations and fora on a wide range of issues that affect open knowledge and the overall health of the information ecosystem. Media and information literacy and the responsible use of AI are both key issues for us, and during the year we contributed to a number of consultations run by government departments or related bodies such as Ofcom. We remain deeply concerned about the impact of the Online Safety Act (OSA) on open access to information. Towards the end of the year we were once again engaged in advocating on behalf of Wikipedia and other public interest websites, as the government's proposed Categorisation Thresholds for the OSA were presented in Parliament.

Organisational resilience and sustainability

As evidenced by our financial statements, Wikimedia UK continues to diversify funding and grow income year on year. Taking into account gifts in Kind as well as other funding, donations and earned income, the Wikimedia Foundation's annual grant—whilst growing at a higher rate than inflation for the past few years—now represents just a third of our overall revenue for the financial year. This is the lowest it has ever been, as a proportion of our turnover. In Autumn 2024, the Wikimedia Foundation's Regional Funds Committee for North West Europe awarded us a three year grant covering the period 1st February 2025 to 31st January 2028. This is our first three year grant from the Foundation and will enable longer term planning and sustainability for the charity.

Volunteer and Community Support

“Wikimedia is built on inclusivity and celebrating diversity” Community Leaders Survey, 2024/25

Supporting volunteers and developing the Wikimedia UK community is at the heart of all of our work. Over the past few years we have invested in the creation of a permanent Community and Outreach Coordinator and also prioritised strategic responsibility for volunteer engagement within the responsibilities of the Programme Manager posts created in 2023. We have established a Community Development Committee as a subcommittee of the Board of Trustees and built community consultation into our strategic development as an organisation.

During 2024, Wikimedia UK held an online Community Celebration Event, with lightning talks given by members of the community and a Wikimedian of the Year awards ceremony to recognise and celebrate the work of volunteers and partners. We also focused training efforts on a CPD model of training with a range of workshops being offered (online and in-person) and held an in-person meet-up for Wikimedians in Residence in Leeds. As noted elsewhere in this Report, Wikimedia UK is leading the international Volunteer Supporters Network, in partnership with Wikimedia Argentina.

Wikimedia UK runs an annual Community Leaders survey which is sent to a targeted group of lead volunteers and Wikimedia champions within partner institutions. The survey is a key tool for us to gather feedback on how we are supporting volunteers and partners and what we could improve. In analysing the results of the most recent survey (run in February 2025) we were pleased to note that 95% of volunteers reported feeling appreciated and supported by Wikimedia UK, with 87% of staff at partner organisations feeling supported by Wikimedia UK staff. Similar to last year, 94% of respondents said they would be likely to continue engaging or volunteering with Wikimedia UK.

88% of respondents would recommend Wikimedia UK as a place to volunteer, with the remaining 12% feeling neutral. Respondents reported that the things they liked most about volunteering are; building connections and being part of a community of like-minded people, learning new things, seeing the impact of their volunteering and enthusing new editors.

Of particular note in this year's survey were responses to a question about whether participation in Wikimedia UK activities has encouraged people to take part in other non-wiki activities, such as community organising, campaigning or other volunteer roles. Responses to this question included the following examples, which really illustrate how volunteering with Wikimedia UK can support other forms of civic engagement:

“As a result of my project I've been invited to write a book chapter on feminist library practices”

“I volunteer for another charity as well and find the two volunteer roles complement each other so well - tech and people!”

“As a fundraising officer for a different charity I've secured grants and founded a new charity. I don't think I would have had the skills or confidence to do this before working with WMUK”

“I have now started volunteering in political campaigns that I support”

Whilst the sample size from the survey is fairly small, it's worth noting some of the key demographics collated. This year, more men responded (56%) and there was no representation from non-binary or trans people. The majority (two thirds) of respondents were aged between 35 - 54, with younger and older people also represented. 80% of respondents are from a White background, which is slightly lower than last year (83%). As in previous years, the vast majority (94%) of respondents have a degree or a higher qualification. This high level of education is also seen in the staff and Board of Trustees, although there are no formal education requirements for any staff, board or volunteer roles at Wikimedia UK.

Against a national average of around 23%, a third of community leaders are disabled; although this is a lower proportion than last year's respondents. We asked an additional question this year specifically about neurodiversity, with 60% of respondents saying they were not neurodivergent, 20% were not sure and 7% responded positively.

Based on the feedback from the survey, we will continue to explore how to increase representation of community leaders from marginalised communities, and develop our understanding of how best to support people with physical and mental health conditions. We will also continue to offer a range of training and volunteering opportunities that cater for more experienced volunteers as well as newer members of our community.

Future plans

2024/25 was the final year of our three year strategy for 2022 - 2025. I'm very proud of what we achieved during the whole three year period, not just the last financial year. As highlighted earlier in this Report, we commissioned an external evaluation consultant, Tina Puryear, to look at what we had achieved between 1st February 2022 and 31st January 2025 and the extent to which we had met our strategic objectives. Tina's work was invaluable in highlighting the progress we are making towards our long term outcomes, as well as helping us to think about future approaches to monitoring and evaluation.

During 2024, we spent considerable time developing our new strategic framework. Through extensive staff, board and community discussions—including analysing the external landscape at a national and international level, and making a set of assumptions about how things will unfold in the next few years—we agreed to focus on the following strategic aims from 2025 to 2030:

Strategic Aim 1: Hold equity, diversity and inclusion at the heart of the organisation and our charitable activities, increasing the involvement and representation of the global majority and other minoritised groups and subjects.

Strategic Aim 2: Develop and diversify the UK community of contributors, volunteers and community leaders; recruiting new editors, celebrating and amplifying the work of longstanding contributors, and supporting effective project governance.

Strategic Aim 3: Increase free, verified and open access to knowledge and information about the climate crisis and other important topics, by delivering impactful projects with relevant partners, and advocating for the release of content.

Strategic Aim 4: Support the public's ability to make informed decisions about critical issues by developing information literacy skills, promoting digital citizenship, advocating for the responsible use of AI, and campaigning for public policy measures that support and sustain a healthy information ecosystem.

Strategic Aim 5: Make a significant contribution to the overall Wikimedia ecosystem and the delivery of the Wikimedia 2030 strategy through international support, collaboration, leadership and innovation.

Strategic Aim 6: Elevate Wikimedia UK's influence and impact by communicating its work to a wide range of audiences; building visibility and profile and demonstrating thought leadership through our media activities, campaigns, research, publications and speaking engagements.

Wikimedia UK

Trustee Directors' Report

For the Year Ended 31 January 2025

Many of our objectives and planned activities for the first year of the strategy build on past successes and established relationships. However the strategy for 2025 - 2030 is also predicated on a step change in our work in secondary schools, reflecting a long standing ambition for the Board of Trustees and the executive at Wikimedia UK. The strategy also includes a stronger focus on Topics for Impact, incorporating our existing work in climate information as well as other priority areas for sharing knowledge, such as health, human rights and democracy.

This evolution of our strategic priorities necessitated a review of our organisation in late 2024, with a staff restructure in 2025 to ensure that we are well placed to deliver on our ambitious new strategy. While change is never easy, these decisions have been made to strengthen the charity for the future. We are entering this new strategic period with clarity of purpose, a renewed focus on our core values, and an inspiring set of goals that reflect the scale of the challenges, and opportunities, ahead.

Fundraising

A third (34%) of Wikimedia UK's funding comes from an unrestricted grant from the Wikimedia Foundation. The majority of the remainder of our cash income is raised through individual donations; either by direct debit, or through platforms such as Revolut and Benevity. These kinds of donations represent a significant and growing proportion of our income. Occasionally, we receive substantial legacy gifts from the estates of our late supporters. We also record gifts in kind, the majority of which are related to our institutional partners' expenditure on Wikimedians in Residence.

Our annual unrestricted grant from the Wikimedia Foundation in 2024/25 was £442,000. This was the second year of a two year grant secured for 2023 - 2025. Our income from small donations (any gift under £1,000) was £246,989, exceeding our budget of £237,000 by 4%. We also received £10,000 in major donor income (individual donations of £1,000 or more) although this was below our £25,000 target. We secured £33,791 in Gift Aid claims, which was just 3.4% shy of our £35,000 target.

Wikimedia UK received three legacy gifts in 2024/25 and the total income from those was £237,622. This includes a substantial legacy from the Salmon estate, a figure which is estimated at £167,337 and which needs to be recognised in the Statutory Accounts for 2024/25 although the legacy has not yet been received by the charity. The Trustees have approved that this generous donation will be put into a designated fund to deliver increased activities over the next few years that support our strategy and growth.

Early in the 2024/25 financial year, we faced some challenges transitioning to our new CRM system, stemming from erratic integration of systems and modules and general poor support from our provider. Some of the CRM issues have since been resolved and the team has also managed to develop some workarounds for key activities.

We commissioned Fireside Fundraising, an external consultancy that specialises in developing organisational storytelling for charities to help us:

- Create a compelling organisational narrative that articulates what we do and engages people emotionally as well as logically, inspiring them to take action.
- Develop a storytelling culture across teams/the organisation
- Confidently engage supporters and donors and secure fruitful partnerships.

The sector-wide challenge of shrinking Trusts and Foundations grant funding due to overwhelming demand and funders regularly changing their priorities was a major obstacle to success for us in 2024/25. To mitigate these challenges, the fundraising team continues to work towards sharpening our cases for support, tightening collaboration with Programmes and the wider team and exploring alternative funding sources.

Wikimedia UK

Trustee Directors' Report

For the Year Ended 31 January 2025

We introduced Corporate Partnerships as a new strand to diversify our income streams. To equip the team appropriately and bolster our internal capacity in this area, we engaged Fireside consultants again. This resulted in some tailored Corporate Partnership workshops which involved senior management and trustees. An internal policy was developed from this and approved by the Board. Our fundraising team is now in the early stages of implementing the new strategy.

Our first Google Ads campaign launched on 6 January 2025, leveraging the Google Ads grant facility that we secured in Q3 of 2024/25. Since launch, Google search is now the top source of traffic to key landing pages on our website in line with our strategic goal of attracting new audiences. These activities contributed to the significant boost in our online donations in Q4 and follow up campaigns will aim to convert more new visitors into donors.

We engaged the family of a deceased following confirmation of a gift to Wikimedia UK in January 2025. They kindly granted us permission to publish a tribute and message of thanks which was published on our website. To strengthen our strategy and encourage more future giving in this area, we have updated our online legacy giving content and partnered with Farewill, one of the largest will writing companies in the U.K.

We would like to extend our sincere thanks to every individual and organisation who donated to Wikimedia UK or supported our programmes through grants, enabling us to extend the reach of our work and supporting the wider impact of Wikimedia UK's work. Particular mention goes to the Wikimedia Foundation, National Lottery Heritage Fund, and the Meliore Foundation.

Wikimedia UK is registered with the Fundraising Regulator - the independent regulator of charitable fundraising in England, Wales and Northern Ireland - and is fully compliant with that scheme. No third parties (such as freelance fundraisers or commercial participators) undertake fundraising on Wikimedia UK's behalf. As in previous years, the charity received no complaints about our fundraising activities during the 2024/25 financial year.

Finances and Risk

In December 2023, the board of trustees agreed to a breakeven annual budget for 2024/25. Total income for the year came to £1,269,305, compared to £1,095,569 the previous year, with a large surplus of £239,959 generated following a generous legacy donation at the end of the financial year. Of the total income, unrestricted income of £995,291 was 32.7% higher than the previous year (2024: Unrestricted: £750,135), as most income streams improved.

Expenditure on fundraising decreased to £53,814 (2024: £69,491), and charitable spend on projects was £975,532 (2024: £1,060,935). Restricted income from charitable activities and charitable expenditure on projects included £169,690 (2024: £167,340) of gifts-in-kind.

Wikimedia UK ended the financial year 2024/25 with a significant surplus of £256,316 on unrestricted funds (2024: £1,287), of which £166,071 was moved to a Designated Fund. The additional income raised during the year, particularly the Legacy income received at the end of the financial year—which substantially exceeded the budget—contributed significantly to this surplus which has strengthened our unrestricted reserves by £90,245. There was some additional spend in the £14,900 Designated Fund, with plans to spend the remainder of this during 2025/26. Total reserves, including unrestricted, designated and restricted, increased from £405,567 to £645,526 due to the increase in unrestricted reserves.

The approved budget for 2025/26 has projected expenditure of £1,074,771 and forecast income of £1,038,130. The difference between these figures represents estimated restricted funds brought forward, which we are anticipating spending down fully during the year as well as a £10k predicted deficit in unrestricted spending, which the team fully intends to reduce over the year.

Reserves

A level of general reserves is required to buffer the charity from financial risks. These could include a delay on the receipt of a grant; the loss of assets through fraud; or reduced income from donations. Reserves are also held in case a significant financial risk materialises, and the trustees take the difficult decision to close parts or all of the operations of the charity (which could involve quite significant costs relating to staff and other contractual obligations).

Our Reserves Policy is based on a risk-based methodology. It states that the annual calculation of a target range of unrestricted reserves is based on an analysis of the potential financial risks facing the organisation and the losses or costs that would occur if the risk that would cause the greatest draw on our reserves materialised. The reserves target is the higher figure of 1) the risks based methodology - plus an additional four weeks of operating costs (recognising the likelihood of a short time lag between a risk materialising and the charity being able to make and enact decisions in response), or 2) four to six months of operating costs.

Summarised SoFa	2024/25			2023/24		
	Unrestricted	Restricted	Total Funds	Unrestricted	Restricted	Total Funds
	£	£	£	£	£	£
Total Income	995,291	274,014	1,269,305	750,135	345,434	1,095,569
Fundraising	53,814	0	53,814	17,700	0	17,700
Project Spend	687,267	288,265	975,532	747,193	365,533	1,112,726
Funds Transfer	2,106	-2,106	0	16,045	-16,045	0
Net Surplus / Deficit	256,316	-16,357	239,959	1,287	-36,144	-34,857

At the start of 2025, we agreed to base our reserves on four to six months of operating costs, given our limited liabilities. This is a range of £260,000 to £390,000. Our free reserves (excluding fixed assets and designated funds) at 1st February 2025, are £438,157

Risk Management

The risk register is maintained by the Chief Executive with an owner allocated to each risk. All risks are reviewed by the Senior Management Team on a quarterly basis, with an assessment of the perceived likelihood of the risk materialising along with the possible reputational and financial impact. An updated register is shared and discussed with the Audit and Risk Committee at every quarterly meeting, with key risks also discussed by the whole board on a regular basis.

At the start of the 2024/25 financial year, the most serious risks facing Wikimedia UK were:

- A reduction in the Wikimedia Foundation's income, and/or reputational damage to its profile or non-profit status, which impacts global fundraising and other activities
- The requirements of the Online Safety Bill are incompatible with Wikipedia's community governance model and principles of accessibility and privacy
- Damage to Wikimedia UK's public profile which impacts on fundraising and/or on our ability to develop successful partnerships

These risks were discussed in detail by ARC and the full board, with separate discussions taking place with Wikimedia Foundation staff to explore mitigation. At the time of writing, the first of these risks is perceived to have diminished; while the second is being actively challenged through the UK courts by the Wikimedia Foundation.

At the start of 2023/24, the most significant risk related to the Online Safety Act. This has been actively managed throughout the year, with more detail on our actions relating to this new legislation within the body of this report.

Small Company

This Report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

Statement of Trustees' Responsibilities

The trustees (who are also directors of Wikimedia UK for the purposes of company law) are responsible for preparing the Trustees' Report (incorporating the directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Signed on behalf of the Board, as approved on 26 September 2025.

A Beidas – Chair of Audit and Risk Committee

Wikimedia UK

Independent Auditors' Report to the Trustees and Members For the Year Ended 31 January 2025

Opinion

We have audited the financial statements of Wikimedia UK (the 'charitable company') for the year ended 31 January 2025, which comprise the Statement of Financial Activities (including an Income and Expenditure Account), Balance Sheet, Statement of Cash Flows and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 January 2025 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustee's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the entity's ability to continue as a going concern for a period of at least 12 months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustee Directors' Report, other than the financial statements and our auditors' report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustee Directors' Report, which includes the Directors' Report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report included within the Trustees' Report.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the Trustee Directors' Report and from the requirement to prepare a Strategic Report.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on pages 15, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

The extent to which the audit was considered capable of detecting irregularities including fraud

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the company through discussions with management, and from our commercial knowledge and experience of the charity sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Companies Act 2006, Charities Act 2011, employment and data protection legislation.
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading the minutes of meetings of those charged with governance;
- enquiring of management as to actual and potential litigation, claims and breaches of relevant legislation; and
- reviewing correspondence with the Charity Commission and other relevant regulators including the company's legal advisors and insurers.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

Wikimedia UK

Independent Auditors' Report to the Trustees and Members For the Year Ended 31 January 2025

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Michelle Ferris BSc (Hons) FCA DChA (Senior Statutory Auditor)
For and on behalf of Albert Goodman LLP, Statutory Auditor
Goodwood House
Blackbrook Park Avenue
Taunton
TA1 2PX

Date: 1 October 2025

Wikimedia UK

Statement of Financial Activities (including an Income and Expenditure account)

For the Year Ended 31 January 2025

	Notes	Unre- stricted £	Re-stricted £	Total 2025 £	Unre- stricted £	Re- stricted £	Total 2024 £
Income:							
Grants	2	442,000	104,324	546,324	410,000	178,094	588,094
Donations and legacies	3	528,443	-	528,443	310,183	-	310,183
Charitable activities	4	-	169,690	169,690	-	167,340	167,340
Investments	5	14,784	-	14,784	1,579	-	1,579
Other	6	10,064	-	10,064	28,373	-	28,373
Total income		995,291	274,014	1,269,305	750,135	345,434	1,095,569
Expenditure:							
Raising funds	7	53,814	-	53,814	29,491	40,000	69,491
Charitable activities	8	687,267	288,265	975,532	735,402	325,533	1,060,935
Total expenditure		741,081	288,265	1,029,346	764,893	365,533	1,130,426
Net income / (expenditure) for the year		254,210	(14,251)	239,959	(14,758)	(20,099)	(34,857)
Transfers between funds	17	2,106	(2,106)	-	16,045	(16,045)	-
Net movement in funds for the year		256,316	(16,357)	239,959	1,287	(36,144)	(34,857)
Reconciliation of funds							
Total funds brought forward		373,816	31,751	405,567	372,529	67,895	440,424
Total funds carried forward		630,132	15,394	645,526	373,816	31,751	405,567

The results for the year derive from continuing activities and there are no gains or losses other than those shown above.

The statement of financial activities incorporates the income and expenditure account.

	Notes	2025 £	2024 £
Fixed assets			
Tangible fixed assets	13	11,003	6,981
Investments	14	1	1
		<u>11,004</u>	<u>6,982</u>
Current assets			
Debtors	15	204,577	23,793
Cash at bank and in hand		505,358	911,075
Investments	14a	437,373	-
		<u>1,147,308</u>	<u>934,868</u>
Liabilities:			
Creditors falling due within one year	16	(512,786)	(536,283)
		<u>634,522</u>	<u>398,585</u>
Net current assets			
		<u>645,526</u>	<u>405,567</u>
Total net assets			
The funds of the charity:			
Restricted funds	17	15,394	31,751
Unrestricted funds	17	449,161	358,916
Designated funds	17	180,971	14,900
		<u>645,526</u>	<u>405,567</u>
Total charity funds			

The financial statements have been prepared and delivered in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006 and the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Approved by the Board of Directors for issue on 25 September 2025 and signed on their behalf by:

A Beidas
Chair of Audit and Risk Committee

A Ashby
Treasurer and Vice-Chair

Wikimedia UK
Statement of Cash Flows
For the Year Ended 31 January 2025

	Notes	Total 2025 £	Total 2024 £
Cash flows from operating activities			
Net movements in funds for the year		239,959	(34,857)
Depreciation and amortisation	13	2,789	1,136
Finance income	5	(14,784)	(1,579)
		<u>227,964</u>	<u>(35,300)</u>
Working capital adjustments			
(Increase)/decrease in debtors	15	(180,784)	61,612
Increase/(decrease) in creditors	16	(23,497)	69,766
		<u>23,683</u>	<u>96,078</u>
Cash flows from investing activities			
Interest received	5	14,784	1,579
Purchase of fixed assets	13	(6,811)	(2,269)
Purchase of investments	14	(437,374)	-
		<u>(429,400)</u>	<u>(690)</u>
		-	-
Net increase/(decrease) in cash and cash equivalents			
		<u>(405,717)</u>	<u>95,388</u>
Cash and cash equivalents at the beginning of the reporting period		911,075	815,687
Cash and cash equivalents at the end of the reporting period		<u>505,358</u>	<u>911,075</u>
Cash & Cash equivalents reconciliation:			
Cash at bank		505,358	911,075
Total cash & cash equivalents at the end of the reporting period		<u>505,358</u>	<u>911,075</u>

1 Accounting Policies

1.1 General information and basis of accounting

Wikimedia UK is a company limited by guarantee incorporated in the United Kingdom under the Companies Act. Each member of the charity undertakes to contribute a maximum of £1 to the charity's assets if it should be wound up while they are a member or within one year after they cease to be a member. The address of the registered office is given on page 1. The nature of the charity's operations and its principal activities are set out in the Trustee Directors' Report on pages 2 – 16.

The financial statements have been prepared on the historical cost basis and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)- (Charities SORP (FRS 102)) and the Companies Act 2006.

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

These accounts are amended, they replace the original accounts as filed, they are the statutory accounts for the charity and are prepared as they were at the date of the original accounts.

1.2 Income

Income from donations is recognised in the accounts when receivable and the amount can be reliably measured.

Income from grants is accounted for when unconditionally due and reasonable assurance can be gained that it will be received. Income from charitable activities is recognised when either unconditionally due or when the service is completed depending on the nature of funding. Where funds are received in advance, for a specified period, these funds are deferred and recognised in the period to which they relate.

Income from investments is recognised in the accounts when receivable.

1.3 Expenditure

Resources expended are accounted for on the accruals basis and are inclusive of Value Added Tax. Liabilities are recognised in the accounting period to which they relate.

1.4 Allocation of staff costs to projects and apportionment of governance and support costs

Staff costs attributable to project-work as direct costs and staff costs, other overheads apportionable as support costs and governance costs, have been allocated to the expenditure headings in the Statement of Financial Activities as follows:

Staff time spent on carrying out each project's activity, or on fundraising, has been determined from returns by staff for each month and evaluated at the individual's total salary cost to calculate the actual cost of direct staff time spent for each activity.

Governance and support costs have been apportioned pro rata to total direct costs per activity.

1.5 Volunteers

The trustees gratefully acknowledge the significant contribution made by volunteers who gave freely of their time and expertise.

1.6 Fixed assets

Fixed assets are valued at cost or valuation less depreciation. Individual items or sets of related items costing over £500 are capitalised. Depreciation is calculated to write off the cost of fixed assets, less their residual value, over their estimated useful lives at the following rates:

Furniture	– 33.33% straight line
Computer Equipment	– 33.33% straight line
Leasehold improvements	– 33.33% straight line

1.7 Debtors

Trade and other debtors are recognised at the settlement amount due and prepayments are valued at the amount prepaid. Debtors relating to accrued income are recognised when unconditionally due and reasonable assurance can be gained they will be received.

Where funds are due but have not yet been received, they are accrued in debtors and recognised in the period to which they relate.

1.8 Cash at bank and in hand

Cash at bank and in hand comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

1.9 Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are recognised at their settlement amount.

Where grants are received in advance, for a specified period, these funds are deferred and recognised in the period to which they relate.

1.10 Taxation

The charity is a registered charity and is therefore not liable to corporation tax on its charitable activities to the extent that income and gains are applied to charitable purposes.

1.11 Pension contributions

The charity provides a defined contributions pension scheme for its employees and contributions payable for the year are charged to the Statement of Financial Activities.

1.12 Investments

The Charity's wholly owned subsidiary company, Cultural Outreach Limited, is the holder of intellectual property rights donated for the work of the Charity. As the company is dormant and its assets are immaterial to the group, consolidated accounts have not been prepared.

1.13 Grants awarded

Grants awarded by the Charity are recognised in full as expenditure on charitable activities in the Statement of Financial Activities in the period in which a binding commitment arises.

1.14 Fund accounting

General funds are unrestricted funds receivable or generated for the objects of the charity without further specified purpose and are available as general funds. Designated funds are unrestricted funds earmarked by the directors for particular purposes.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets this criterion is charged to the fund, together with a fair allocation of management and support costs.

1.15 Operating leases

Rentals payable under operating leases were charged to the Statement of Financial Activities as incurred over the term of the lease.

1.16 Financial instruments

The charity only holds basic financial instruments as defined in FRS 102. The financial assets and liabilities of the charity and their measurements are as follows:

Financial assets – trade and other debtors are basic financial instruments and are debt instruments measured at amortised cost. Prepayments are not financial instruments.

Cash at bank – is classified as a basic financial instrument and is measured at face value.

Financial liabilities – trade creditors, accruals, other creditors and bank loans are financial instruments, and are measured at amortised cost. Taxation and social security are not included in the financial instruments disclosure definition. Deferred income is not seemed to be a financial liability, as the cash settlement has already taken place and there is an obligation to deliver services rather than cash or another financial instrument.

1.17 Gifts in kind

(a) *Tangible gifts-in-kind*

Tangible gifts-in-kind are recognised at their fair value.

(b) *Donated services or facilities*

Donated services or facilities are recognised at their estimated value to the charity where the value is quantifiable and measurable. The valuation basis is the price the charity estimates it would pay in the open market for a service or facility of equivalent utility.

(c) *Wikimedians in Residence*

Where either:

- (i) a grant is made under an agreement in respect of a Wikimedian in Residence and the host organisation contributes towards the cost, or
- (ii) a grant has been made for our benefit by another grant maker direct to that host institution a gift-in-kind is recognised equal in value to the amount the charity would have been willing to pay to secure the residency. These are accounted as restricted entries in the accounts.

1.18 Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. There are no estimates or judgments that have a material effect on amounts recognised in the financial statements.

Wikimedia UK
Notes to the Financial Statements
For the Year Ended 31 January 2025

2. Grants

	Unres- tricted funds £	Res- tricted funds £	2025 Total £	Unres- tricted funds £	Res- tricted funds £	2024 Total £
Wikimedia Foundation 2023/24	-	-	-	410,000	-	410,000
Wikimedia Foundation 2024/25	442,000	-	442,000	-	-	-
Wikimedia Foundation - project grants	-	3,935	3,935	-	42,001	42,001
Wikimedia Community Ireland	-	18,113	18,113	-	-	-
University of Exeter	-	18,772	18,772	-	-	-
National Lottery Heritage Fund - Digital Fund	-	-	-	-	43,947	43,947
National Lottery Heritage Fund - Innovation Fund	-	-	-	-	24,755	24,755
Meliore Foundation	-	63,504	63,504	-	31,504	31,504
European Climate Fund	-	-	-	-	31,387	31,387
Culham St. Gabriel's Trust	-	-	-	-	4,500	4,500
	<u>442,000</u>	<u>104,324</u>	<u>546,324</u>	<u>410,000</u>	<u>178,094</u>	<u>588,094</u>

3. Income from donations and legacies

	Unre- stricted funds £	Re- stricted funds £	2025 Total £	Unre- stricted funds £	Re- stricted funds £	2024 Total £
Major gifts	10,000	-	10,000	9,500	-	9,500
Other donations	247,030	-	247,030	235,055	-	235,055
Legacies	237,622	-	237,622	5,000	-	5,000
Gift aid - current year	33,791	-	33,791	18,392	-	18,392
Gift aid - back claim	-	-	-	42,236	-	42,236
	528,443	-	528,443	310,183	-	310,183
	528,443	-	528,443	310,183	-	310,183

Where grants are received in advance, for a specified period, these funds are deferred in creditors and recognised in the period to which they relate. Where funds are due but have not yet been received, they are accrued in debtors and recognised in the period to which they relate.

4. Income from charitable activities

	Unre- stricted funds £	Re- stricted funds £	2025 Total £	Unre- stricted funds £	Re- stricted funds £	2024 Total £
<i>Gifts in kind</i>						
Wikimedian in Residence host costs:						
National Library of Wales	-	62,054	62,054	-	53,298	53,298
Edinburgh University	-	49,598	49,598	-	48,244	48,244
Khalili Collections	-	16,250	16,250	-	15,000	15,000
Leeds University	-	1,375	1,375	-	-	-
British Library	-	-	-	-	1,783	1,783
National Institute for Health Research	-	37,080	37,080	-	32,348	32,348
National Trust	-	3,333	3,333	-	16,667	16,667
	-	169,690	169,690	-	167,340	167,340
	-	169,690	169,690	-	167,340	167,340

5. Investment income

	Unre- stricted funds £	Re- stricted funds £	2025 Total £	Unre- stricted funds £	Re- stricted funds £	2024 Total £
Bank interest	14,784	-	14,784	1,579	-	1,579
	<u>14,784</u>	<u>-</u>	<u>14,784</u>	<u>1,579</u>	<u>-</u>	<u>1,579</u>

6. Other income

	funds £	funds £	Total £	funds £	funds £	Total £
Training and consultancy	7,364	-	7,364	26,873	-	26,873
Miscellaneous	2,700	-	2,700	1,500	-	1,500
	<u>10,064</u>	<u>-</u>	<u>10,064</u>	<u>28,373</u>	<u>-</u>	<u>28,373</u>

7. Expenditure on raising funds

	stricted funds £	stricted funds £	2025 Total £	stricted funds £	stricted funds £	2024 Total £
Costs of fundraising	13,140	-	13,140	29,491	-	29,491
Direct costs - staff	40,674	-	40,674	-	40,000	40,000
	<u>53,814</u>	<u>-</u>	<u>53,814</u>	<u>29,491</u>	<u>40,000</u>	<u>69,491</u>

8. Expenditure on charitable activities

	Unre- stricted funds £	Re- stricted funds £	2025 Total £	Unre- stricted funds £	Re- stricted funds £	2024 Total £
Projects:						
Volunteer and community support	7,801	5,910	13,711	12,315	88	12,403
Partnership programmes - core spend	17,823	8,830	26,653	16,805	21,181	37,986
NLHF - Connected Heritage	-	-	-	-	9,797	9,797
NLHF - Innovation Fund	-	-	-	-	15,947	15,947
ECF	-	-	-	-	15,249	15,249
Climate residency	-	12,460	12,460	-	-	-
Partnership programmes GIK	-	169,690	169,690	-	167,340	167,340
External Relations and Advocacy	9,125	-	9,125	26,186	-	26,186
International Working	7,075	-	7,075	3,766	-	3,766
	41,824	196,890	238,714	59,072	229,602	288,674
Admin:						
Staff - other costs	17,364	-	17,364	16,858	-	16,858
Premises	25,584	-	25,584	33,851	-	33,851
IT & Telephony	43,605	-	43,605	42,676	-	42,676
Office Costs	4,823	-	4,823	6,557	-	6,557
Governance	3,347	-	3,347	16,748	-	16,748
Audit & Accountancy	14,408	-	14,408	14,096	-	14,096
Membership	-	-	-	486	-	486
Professional fees	18,471	-	18,471	19,535	-	19,535
	127,602	-	127,602	150,807	-	150,807
Staff costs	517,841	91,375	609,216	525,523	95,931	621,454
	687,267	288,265	975,532	735,402	325,533	1,060,935

9. Analysis of programmes direct costs

The following gifts in kind expenditure, grants made and other costs were incurred by the charity in respect of Wikimedians in residence and other partnerships in the year.

	Unre- stricted funds £	Re- stricted funds £	2025 Total £	Unre- stricted funds £	Re- stricted funds £	2024 Total £
National Library of Wales	-	62,054	62,054	-	53,298	53,298
Edinburgh University	-	49,598	49,598	-	48,244	48,244
Khaili Collections	-	16,250	16,250	-	15,000	15,000
British Library	-	-	-	-	1,783	1,783
National Institute for Health Research	-	37,080	37,080	-	32,348	32,348
Leeds university	-	1,375	1,375	-	-	-
National Trust	-	3,333	3,333	-	16,667	-
	-	169,690	169,690	-	167,340	167,340

10. Financial commitments

At 31 January 2025 the charity was committed to making the following payments under non-cancellable operating leases:

	2025		2024	
	Land & buildings £	Other £	Land & buildings £	Other £
Operating lease which expire:				
Within one year	10,023	-	-	-
Within two and five years	-	-	-	-
More than five years	-	-	-	-
	10,023	-	-	-

11. Employees and employment costs

	2025	2024
	£	£
Staff costs during the year were:		
Wages and salaries	559,884	571,914
Social security costs	59,762	54,743
Other pension costs	30,244	34,796
	<u>649,890</u>	<u>661,453</u>

Number of employees

The average monthly number of employees during the year was:

	2025	2024
Full time	9	10
Part time	5	6
	<u>14</u>	<u>16</u>

The charity operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £30,244 (2024 - £34,796).

One employee earned between £90,000 - £100,000 during the year excluding pension contributions (2024: one employee earned between £90,000 - £100,000 excluding employer pension contributions).

No remuneration was paid to any directors during the year (2024 – none).

The charity reimbursed trustee expenses totalling £929 to three trustees during the year in respect of travel, accommodation, subsistence and conferences (2024 - £761 to three trustees).

The key management personnel of the charity comprise of the trustees, the Chief Executive Officer, the Head of Finance and Operations, the Director of Programmes and Evaluation and the Head of Development & Communications. The total cost of employee benefits of the key management personnel was £291,964 (2024: £291,621).

12. Net incoming resources/operating surplus

	2025	2024
	£	£
This is stated after charging:		
Depreciation	2,789	1,136
Operating leases- property rent	9,323	26,119
Auditors' remuneration- Audit fee	10,680	10,200
Auditors' remuneration- Accountancy & other	3,728	3,360
	<u> </u>	<u> </u>

13. Tangible fixed assets

	Computer Equipment	Furniture and Fittings	Leasehold improve- ments	Total
	£	£	£	£
Cost				
At 1 February 2024	29,221	4,409	4,762	38,392
Additions	5,566	1,245	-	6,811
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
At 31 January 2025	34,787	5,654	4,762	45,203
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Depreciation				
At 1 February 2024	22,561	4,088	4,762	31,411
Charge for the year	2,443	346	-	2,789
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
At 31 January 2025	25,004	4,434	4,762	34,200
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Net book value				
At 31 January 2024	6,660	321	-	6,981
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
At 31 January 2025	9,783	1,220	-	11,003
	<u> </u>	<u> </u>	<u> </u>	<u> </u>

14. Investments

Wikimedia UK holds 100% of the share capital and 100% of the voting rights of Cultural Outreach Limited (company number 08548511) which was incorporated on 29 May 2013. The company has been dormant since incorporation.

The profit for the year for the company was £nil (2024: £nil) and the balance sheet total was £1 (2024: £1).

14a. Investments

	2025	2024
	£	£
Fixed rate cash held on deposit	437,373	-
Split as:		
Current asset investment (due < 1 year)	437,373	-
	437,373	-

Investments are split in the statutory accounts based on maturity.

15. Debtors

	2025	2024
	£	£
Other debtors	27,815	4,783
Prepayments	9,426	12,122
Accrued income	167,336	6,888
	204,577	23,793

16. Creditors: Amounts falling due within one year

	2025	2024
	£	£
Trade creditors	8,724	64,404
Accruals	13,864	13,390
Deferred income	463,660	442,000
Social security	14,555	14,286
Other creditors	8,597	1,747
Pension contributions	3,386	456
	<u>512,786</u>	<u>536,283</u>
Reconciliation of deferred income		
Opening balance	442,000	410,000
Received during the year	463,660	442,000
Released during the year	(442,000)	(410,000)
	<u>463,660</u>	<u>442,000</u>
Closing balance	<u>463,660</u>	<u>442,000</u>

Where grants are received in advance, for a specified period, these funds are deferred and recognised in the period to which they relate.

Wikimedia UK
Notes to the Financial Statements
For the Year Ended 31 January 2025

17. Funds – current year

	Balance at 1 February 2024	Income	Expenditure	Transfers	Balance at 31 January 2025
	£	£	£	£	£
Unrestricted funds					
General fund	358,916	827,955	(739,816)	2,106	449,161
Designated funds:					
Project funding	14,900	-	(1,265)	-	13,635
D Salmon legacy	-	167,336	-	-	167,336
Total unrestricted funds	373,816	995,291	(741,081)	2,106	630,132
Restricted funds					
Wikimedia Foundation - SMK	2,250	3,935	(6,185)	-	-
Wikimedia Foundation - VSN	14,829	-	(14,829)	-	-
University of Exeter	-	18,772	(18,772)	-	-
Wikimedia Community Ireland	-	18,113	(18,113)	-	-
Meliore Foundation	14,672	63,504	(60,676)	(2,106)	15,394
Gifts in kind	-	169,690	(169,690)	-	-
Total restricted funds	31,751	274,014	(288,265)	(2,106)	15,394
Total funds	405,567	1,269,305	(1,029,346)	-	645,526

17. Funds – prior year

	Balance at 1 February 2023	Income	Expenditure	Transfers	Balance at 31 January 2024
	£	£	£	£	£
Unrestricted funds					
General fund	352,529	750,135	(759,793)	16,045	358,916
Designated funds:					
Project funding	20,000	-	(5,100)	-	14,900
Total unrestricted funds	372,529	750,135	(764,893)	16,045	373,816
Restricted funds					
Wikimedia Foundation - Fundraising	40,000	-	(40,000)	-	-
Wikimedia Foundation - Wikimania	2,551	-	(2,551)	-	-
Wikimedia Foundation - Celtic Knot	80	-	(80)	-	-
Wikimedia Foundation - SMK	-	19,959	(15,750)	(1,959)	2,250
Wikimedia Foundation - VSN	-	22,042	(5,154)	(2,059)	14,829
National Lottery Heritage Fund - Digital	10,253	43,947	(46,891)	(7,309)	-
National Lottery Heritage Fund - Innovation	-	24,755	(21,787)	(2,968)	-
European Climate Fund	14,961	31,387	(46,348)	-	-
Culham St. Gabriel's Trust	50	4,500	(2,800)	(1,750)	-
Meliore Foundation	-	31,504	(16,832)	-	14,672
Gifts in kind	-	167,340	(167,340)	-	-
Total restricted funds	67,895	345,434	(365,533)	(16,045)	31,751
Total funds	440,424	1,095,569	(1,130,426)	-	405,567

Unrestricted Funds

General funds are available for use at the trustees' discretion in furtherance of the objective of the charity

Designated funds:

Project funding was created by the trustees to support programmes and activities that have not otherwise been funded.

D Salmon legacy was created by the trustees to receive the proceeds of an unrestricted legacy that will be used for future projects.

Restricted funds

Restricted income funds are those donated for use in a particular area or specific purposes, the use of which is restricted to that area or purpose. The material restricted funds are as follows:

Wikimedia Foundation – Fundraising capacity building
Wikimedia Foundation – Wikimania Conference
Wikimedia Foundation – Celtic Knot Conference
National Lottery Heritage Fund – Digital Skills Training
European Climate Foundation – Climate & Environment Wikimedian-in-Residence
Culham St. Gabriel’s Trust – Researching Cultural Bias on Wikipedia
National Lottery Heritage Fund – Heritage Innovation Fund Pilot Initiative
Melioere Foundation – Climate & Environment Wikimedian-in-Residence
Wikimedia Foundation – Changemakers Toolkit with Sheila McKechnie Foundation
Wikimedia Foundation – Volunteer Supporters Network
University of Exeter – Partnership Programme
Wikimedia Community Ireland – Celtic Knot conference

18. Analysis of net assets between funds

	Unre- stricted funds £	Re- stricted funds £	2025 Total £	Unre- stricted funds £	Re- stricted funds £	2024 Total £
Tangible fixed assets	11,003	-	11,003	6,981	-	6,981
Investments	1	-	1	1	-	1
Current assets	1,131,914	15,394	1,147,308	903,117	31,751	934,868
Current liabilities	(512,786)	-	(512,786)	(536,283)	-	(536,283)
	<u>630,132</u>	<u>15,394</u>	<u>645,526</u>	<u>373,816</u>	<u>31,751</u>	<u>405,567</u>

19. Related party transactions

There were no related party transactions during the year (2024 - none).

WIKIMEDIA UK

England & Wales - Charity number 1144513

Accounts



WIKIMEDIA

UK

Annual Report and Financial Statements

For the Year Ended 31 January 2024

Company Number: 06741827

Charity Registered in England and Wales Number: 1144513

Wikimedia UK
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For the Year Ended 31 January 2024

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Wikimedia UK

Reference and Administrative Details

For the Year Ended 31 January 2024

Trustees (as at the date of approval of the report)

J Akodoye Manieson
A Ashby (Treasurer)
C Ball (Chair of Community Development Committee)
A Beidas (Chair of Audit and Risk Committee)
Dr H K Bhullar
M Cruickshank
S Fox
S Ramachandran
M Shah (Chair)
R Ward
V Wineman

Management

L Crompton-Reid (Chief Executive)

Registered Office

The British Library
96 Euston Road
Level 4
Room 46018
London
NW1 2DB

Bankers

Unity Trust Bank plc
Four Brindley Place
Birmingham
B1 2HB

The Co-operative Bank plc
1 Balloon Street
Manchester
M60 4EP

Auditors

Albert Goodman LLP
Goodwood House
Blackbrook Park Avenue
Taunton
TA1 2PX

Legal Advisers

Stone King LLP
13 Queen Square
Bath
BA1 2HJ

Burges Salmon LLP
One Glass Wharf
Bristol
BS2 0ZX

Wikimedia UK

Message from the Chair

For the Year Ended 31 January 2024

It is my privilege to introduce Wikimedia UK's Annual Report and Accounts for the financial year ending 31st January 2024, and share with you all some highlights of the charity's work, reach and impact during the year.

Thank you to my fellow trustees, who I have enjoyed working with over the past year and who continue to commit their time, energy and expertise to help steer the charity. In particular, I would like to note my thanks to Kelly Foster, who stepped down from the board at the end of her elected term in July 2023; but who has remained on the newly established Community Development Committee as a non-trustee member. Two co-opted trustees also retired during this period, after each serving five years. The board and senior management team are grateful for the invaluable contributions of both Jane Carlin, as Chair of the Audit and Risk Committee; and Marnie Woodward, who served as Honorary Treasurer.

This is also an opportunity to note new board appointments, and formally welcome new trustees to the board. At the July 2024 AGM, Sammy Fox was appointed to the board following an uncontested election. We particularly welcome Sammy's insight into Wikimedia as a longstanding member of the volunteer community, and the expertise they bring as a software developer. Two further co-options during the year complete the picture: Alex Ashby, who joins us as our new Treasurer, and Sarvesh Ramachandran, who brings insight from the finance, consulting and business sectors.

I continue to be impressed by the range and diversity of work that Wikimedia UK staff and volunteers deliver in partnership with the education and cultural sectors, as well as the new relationships we are developing within our strategic theme of Climate and Environment. I am particularly grateful to the Global Systems Institute at the University of Exeter, who are now in their second year of hosting the world's first Wikimedia Fellow for Climate.

Every year, volunteer editors all over the world give their free time to Wikipedia in order to ensure access to the sum of all knowledge. Here in the UK, whilst it would be impossible to measure all the hours spent by volunteers in editing Wikipedia, taking and uploading photographs to Wikimedia Commons, adding content to Wikidata, developing new software tools, and organising and running community events (among many other things), we do measure the contribution that volunteers make to Wikimedia UK's programme of charitable activities. In 2023/24 this was more than 25,000 hours, which is incredible. Thank you so much for making this movement what it is.

Thanks also go to Wikimedia UK's members and donors, without whom the chapter's work with community and partners would not be possible.

Monisha Shah, Chair of the Board of Trustees

Wikimedia UK

Message from the Chief Executive
For the Year Ended 31 January 2024

It's my pleasure to add my welcome to Wikimedia UK's Annual Report for 2023/24. I'm so proud of everything that the staff team, community and partners have achieved during the year. As ever, I would like to note my thanks to a fantastic staff team, and in particular to Dr Richard Nevell and Dr Sara Thomas, who both stepped up into management roles at the start of 2023 following a restructure of the programmes team. During the 2023/24 financial year our longstanding Director of Programmes and Evaluation, Daria Cybulska, undertook a secondment with the Sheila McKechnie Foundation, and also started a Fellowship with the AKO Storytelling Institute at the University of the Arts London. Both of these experiences have enriched our own thinking about how to support campaigners and changemakers, and the contribution we can make to a healthy information ecosystem.

I would also like to reiterate our chair's warm acknowledgement and thanks to the community of volunteers who play such a vital role within our programmes. Whether as editors, trainers, community organisers or open knowledge champions within partner institutions, our impact and reach are only possible because of their continued contribution and commitment.

Some of my personal highlights from 2023/24 include our work to develop media and information literacy skills, and combat misinformation and disinformation. One of the challenges for the wider international Wikimedia movement is guarding against false or misleading information on our platforms, particularly in conflict situations. Another topic that is vulnerable to misinformation is the climate crisis. I'm proud of our partnership with the Global Systems Institute in Exeter that seeks to address this, and ensure that everyone has accurate, up-to-date information about the impact of a changing climate and possible mitigations and adaptations.

One of our internal challenges as an organisation is always how to communicate effectively about the work of the charity, in all of its complexity and diversity. I'm therefore delighted to be able to share with you four new animated videos - embedded in this report - that we hope will be useful tools in explaining our purpose as a charity and our work across the strategic themes of knowledge equity, information literacy, and climate and environment.

Looking back on my introductory messages to previous Annual Reports, it strikes me that for a number of years, the backdrop to Wikimedia UK's work has been one of political and economic instability, geopolitical turbulence, and rising misinformation and disinformation. While these external factors continue to bring challenges both to ourselves and our partners in the culture, education, research and open sectors, they also make our commitment to knowledge equity, information literacy, and free, open access to verified knowledge, ever more vital. Thank you to our members, donors and funders for supporting this work. I hope you enjoy reading about some of our activities over the past year.

Lucy Crompton-Reid, Chief Executive

Wikimedia UK is a registered charity and a company limited by guarantee and operates under the name of Wikimedia UK. The directors, who are also the trustees for the purpose of the charity law, present their report, together with the audited financial statements of the charitable company for the year ended 31 January 2024, which have been prepared in accordance with the current statutory requirements, its governing documents and Statement of Recommended Practice (SORP FRS 102- implemented 1 January 2019).

References and Administrative Details

Administrative information is given in a separate section at the front of these accounts.

Directors and Trustees

The directors of the Company are the Charity's trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees.

The Trustees serving during the year and since the year-end are as follows:

- J Akodoya Manieson
- A Ashby (appointed 15 September 2023)
- C Ball
- A Beidas
- Dr H K Bhullar
- J L Carlin (resigned 15 September 2023)
- M Cruickshank
- K Foster (resigned 1 July 2023)
- S Fox (appointed 1 July 2023)
- S Ramachandran (appointed 15 September 2023)
- M Shah
- R Ward
- V Wineman
- M Woodward (resigned 15 September 2023)

None of the Trustees have any beneficial interest in the Company. All of the Trustees are members of the Company and guarantee to contribute £1 in the event of a winding up.

Structure, governance and management

Wikimedia UK is a charitable company limited by guarantee. It was incorporated on 5th November 2008 as company number 06741827; registered as a charity in England and Wales on 3rd November 2011, and in Scotland on 22 August 2018. Wikimedia UK has a subsidiary company, Cultural Outreach Limited (company number 08548511), incorporated on 29th May 2013. The sole purpose of this subsidiary is to hold the intellectual property rights of QRpedia; a mobile web-based system which uses QR codes to deliver Wikipedia articles to users, in their preferred language.

Under its Articles of Association Wikimedia UK is governed by a Board of up to seven elected directors and up to four co-opted directors who are the trustees for charity law purposes. Terms for elected trustees are three years, with the possibility of re-election subject to a maximum continuous period of up to six years. Co-opted trustees are expected to serve up to two terms of two years each; with the possibility of re-appointment subject to a maximum continuous period of six years.

The Board is committed to best practice in charitable governance. All trustees are inducted to the charity through a programme of one-to-one meetings and formal external training as necessary. Trustees are also sent a trustee induction pack that combines external advice and key internal documents. Training and development opportunities are available to serving trustees throughout their time on the board, such as attendance at relevant conferences, training in specific areas such as finance, copyright law or chairing skills, participation in Wikimedia UK's events and conferences and 'teach-ins' by other trustees or members of the staff team. There are three formal board committees - the Audit and Risk Committee, the Governance Committee, and a Community Development Committee, established in 2023. Board committees generally meet quarterly, and all have the capacity to include specialist external members with full voting rights.

Wikimedia UK encourages all who support its charitable aims and objectives, and who are willing to abide by its membership rules, to join as voting company members. Admission to company membership is by online application to the Charity, with authority for agreeing new members delegated by the board to the Chief Executive. All members of the charity are entitled to stand for the board of trustees, and elections are held at our Annual General Meeting according to the election rules inscribed in our constitution. Co-opted board members can join at any time during the year and are recruited to meet specific skills gaps.

The company has a Chapter Agreement with the Wikimedia Foundation, the public non-profit organisation that operates Wikipedia and its sister websites and owns the Wikimedia trademarks. Each party agrees to support the work of the other and agrees not to engage in activities that might negatively impact the work or reputation of the other.

The charity is managed on a day-to-day basis by the Chief Executive, with a Scheme of Delegation to facilitate fully accountable, effective and efficient management of the charity. Other key management personnel include the Director of Programmes and Evaluation, the Head of Finance and Operations and the Head of Development and Communications. Salaries for all staff are reviewed annually as part of our budget planning cycle, with benchmarking against similar roles undertaken on a regular basis and particularly upon a new appointment.

Objects and Aims

The trustees confirm that they have complied with the duty in Section 17(5) of the Charities Act 2011 to have due regard to the general guidance issued by the Charity Commission on public benefit, including the guidance 'Public Benefit: Running a Charity (PB2)'. The Objects of the Charity are, for the benefit of the public, to promote and support the widest possible public access to, use of and contribution to Open Content of an encyclopaedic or educational nature or of similar utility to the general public, in particular the Open Content supported and provided by Wikimedia Foundation, Inc., based in San Francisco, California, USA.

2023//24 represented the second year of Wikimedia UK's strategic framework for 2022 - 2025, summarised below:

Our **VISION** is of a more informed, democratic and equitable society through open knowledge

Our **MISSION** is to enable people to engage with open knowledge and access reliable information in order to develop their understanding of the world, and make informed decisions about issues that affect them.

We strive to act with integrity in upholding and inspiring the following **VALUES**:

- Equity
- Inclusivity
- Collaboration
- Creativity
- Boldness

Wikimedia UK's strategic themes for 2022 - 2025 are:

- Knowledge Equity
- Information Literacy
- Climate and Environment

A number of **STRATEGIC PILLARS** underpin successful delivery across all areas of our work:

- Equity, diversity and inclusion embedded across the organisation
- A thriving national and international community
- Public profile and recognition of the organisation and Wikimedia projects
- A positive legislative environment for open knowledge in the UK
- Organisational resilience and sustainability

Charitable Activities

Wikimedia UK's strategic framework informs all initiatives undertaken by the charity. As outlined above, our strategic themes for 2022 - 2025 are knowledge equity, information literacy, and climate and the environment, while five strategic pillars underpin all of our work and programmes. This report shares some highlights from this programme and is combined with detailed financial statements for the year 2023 - 2024. For more case studies, videos and other evidence of our work, reach and impact you may want to view our digital only Strategic Report for the year.

Key Metrics achieved for 2023/24:

- 1,049 new editors trained
- 7,489 participants in our programme
- 483 lead volunteers/community organisers
- Over 25,000 volunteer hours
- Over 60,000 articles added or improved
- Articles created and improved in 69 languages
- 25,000 images added to Wikimedia Commons
- Over 24 million items added to Wikidata
- At least 3 and half billion image and article views
- 68 policy interactions leading to 11 policy changes
- 90 strategic partnerships
- Combined total media audience of 183 million

Strategic Theme 1: Knowledge Equity

Knowledge Equity continues to be at the heart of our programme, with much of this work delivered through partnerships with a wide range of institutions across the UK. In 2023/24 this included cultural organisations such as the British Library, Khalili Collections, the Mixed Museum, the National Library of Wales, Queer Britain, Royal Albert Memorial Museum, the Scottish Jewish Heritage Centre and the Science Museum, amongst many others. Within the higher education sector, we were grateful for and inspired by our ongoing partnership with the University of Edinburgh, and pleased to work with Aberdeen University, Anglia Ruskin University, Glasgow University, Manchester University and the University of York, among others, to deliver a range of information literacy activities, many of them with a knowledge equity lens.

2023/24 saw the end of our Connected Heritage programme, launched in 2021 with support from the National Lottery Heritage Fund (NLHF). The project aimed to raise digital skills and confidence across the heritage sector, enable organisations to share their collections openly, and ensure the digital preservation of content from and about underrepresented communities. This funding from NLHF enabled us to deliver a national programme of significant scale, through which we reached hundreds of heritage professionals. The programme had a tangible benefit for participating organisations and also developed our own practice in terms of working with the heritage sector.

Strategic Theme 2: Information Literacy

Wikimedia UK works with educational, community and other partners to develop information literacy skills, in order to enable people to engage effectively with open knowledge content as well as other media and information. Much of this work is at the classroom level, working with course leaders and other educators to create engaging programmes for students and other participants. We also commission research and work in partnership with other organisations to advocate for the inclusion of information literacy skills in curricula, and in public policy.

During 2023 we published research into the link between Wikimedia, civic engagement and democracy which underscored the power of information literacy to counter the threat of misinformation and disinformation online. The research concluded that Wikimedia's activities can boost citizen engagement through access to open, free, and accurate information, improved information literacy skills, volunteering and collaboration opportunities.

2023 also saw us working with the Sheila McKechnie Foundation (SMK) to develop the Changemakers Toolkit; a free training resource for campaigners, activists, and changemakers of all kinds, with all modules now available on WikiLearn as well as on SMK's website.

As part of our advocacy work related to information literacy, we worked in partnership with the BBC and the Royal Society to plan, programme and host a two day invitation-only workshop with high level policy makers, broadcasters, academics, practitioners and other stakeholders working in the field of information literacy. The topic was 'Building resilience to future emergencies and disinformation through adult media literacy', and the aim was to develop a set of recommendations to the government. This workshop, and Wikimedia UK's crucial role within it as co-creators and convenors of key stakeholders working within information literacy, was evidence of our profile and connections in information literacy.

Strategic Theme 3: Climate and Environment

This is an emerging theme for Wikimedia UK which recognises the accelerating global climate emergency and Wikimedia's critical role in providing up-to-date, accurate and unbiased information about the impact of climate change on the planet. Our flagship project within this programme is our ongoing partnership with the Global Systems Institute (GSI) at the University of Exeter. We are now in the second year of a residency at the GSI, with a Wikimedia Visiting Fellow embedded within the academic community to enhance climate-related content on Wikipedia and the other Wikimedia projects. So far, hundreds of articles have been edited, well over a thousand media files have been shared and this improved content has been viewed millions of times.

Strategic Pillars

Our five strategic pillars (see page 6) underpin and support all of our work. This includes volunteer engagement, development and support at a national and international level, with programmes such as Train the Trainer in the UK, and our leadership of the Volunteer Supporters' Network (in partnership with Wikimedia Argentina). Within our own programme we trained over 1000 new editors through several hundreds of events during the year, including virtual and in person workshops. Over 70% of these events either took place outside London or, if they were virtual events, were organised by partners or volunteers based outside the capital. More details about how volunteers are involved in Wikimedia UK's programme are included later in this report.

Wikimedia UK

Trustee Directors' Report

For the Year Ended 31 January 2024

In total, just under 7,500 people participated in Wikimedia UK activities during the year, including workshops, presentations, training sessions, and education courses, as well as participation in online photographic and writing contests. The reach of our content work is even more impressive, with well over 3 billion views of images and articles released or created directly through our programmes in 2023.

We are proud of our commitment to equity, diversity and inclusion (EDI) and the extent to which this is embedded right across our organisation, not just within our charitable projects and programmes. Wikimedia UK's governance and leadership (made up of the Board of Trustees and Senior Management Team) is particularly diverse, with high levels of representation against all protected characteristics when benchmarked against UK averages. The results of our annual staff survey of culture and values in 2023 is another illustration of our commitment to EDI, with all staff reporting that staff treat each other with respect; that they felt secure to raise concerns about equity and inclusion; and that they were very confident that Wikimedia UK would address concerns about discrimination effectively. Narrative comments included in staff survey responses (which are anonymous) included "English is not my first language; diversity is well looked after and I certainly feel at home in Wikimedia UK. That comes from the top down", and "I think WMUK pays more attention to EDI values than any other place I work, which is great. I think this is reflected in not only the work we do, but how we work with each other and the values held within our team."

Our penultimate strategic pillar is a positive legislative environment for open knowledge in the UK. Whilst our work in this area can take different forms, during 2023/24 we invested a significant amount of time and effort in advocating for changes to the Online Safety Bill. The proposed legislation - which became law in October 2023 - contained provisions around content moderation, age-gating and user verification that are incompatible with Wikipedia's model. We worked closely with the Wikimedia Foundation on an advocacy strategy that encompassed direct lobbying of Parliamentarians, meetings with civil servants in key government departments, briefings to the new regulator Ofcom, working with civil society allies on shared goals and approaches, and a public facing campaign. Whilst we did not secure an exemption to the law for public interest projects, the work generated a lot of media coverage for Wikimedia UK and a better understanding of our model and concerns, as well as increased profile for the charity within the public policy sphere.

At a sector level, the highlight of our advocacy activities was our high profile two day workshop on adult media literacy, organised in partnership with the Royal Society and the BBC, and attended by key national and international stakeholders. We also participated in a consultation run by Creative Commons on open culture as well as other policy consultations across different relevant areas.

With input from trustees, senior staff and trusted external experts, we regularly review the performance of our strategic pillars, and assess risks and opportunities in our Audit and Risk, Governance, and Community Development Committees. While training is ongoing, our recently deployed Customer Relationship Management (CRM) solution is starting to help us streamline and automate some of our processes and efficiently manage relationships with donors and volunteers.

Volunteer and Community Support

"Wikimedia UK staff seem to be a diverse team who value and respect their colleagues and volunteers regardless of race, gender, sexual orientation or other differences. In addition to that, they also are flexible and aware of how to cater for such differences where necessary." Community Leaders Survey, 2024

Wikipedia and the sister projects are built on the contributions of volunteers, and the same is true for Wikimedia UK's programme of charitable activities. Many of our events and workshops are led by volunteers, or by community leaders within partner institutions. Our staff work closely with volunteers to support them in the planning and delivery of training workshops, editing events, photographic competitions and writing contests, and involve volunteers as co-trainers and facilitators for events and activities that we are leading on.

With a permanent Community and Outreach Coordinator on the staff team, we are investing in the recruitment and training of new contributors from underrepresented communities. This staff member also plays a leading role in our celebrated training programme, Train the Trainer. In early 2023, we held a Train the Trainer specifically for African participants, in collaboration with Nigerian Wikimedia Tochi Precious. Later in the year, we ran a Train the Trainer programme for UK participants, again with a particular focus on people from historically marginalised groups. Amongst other opportunities to connect with fellow volunteers, in November we held an online Community Event and a Wikimedian of the Year awards ceremony to recognise and celebrate the work of volunteers.

As the national chapter for the global Wikimedia movement, and one of the largest organisations within Wikimedia, we believe we have a role in supporting the development of the international community as well as training new volunteers and amplifying the contribution of longstanding editors within the UK. During 2023 we have worked with Wikimedia Argentina to lead the Volunteer Supporters' Network, which brings together staff and other community organisers from across the global Wikimedia movement to share practice and develop new skills for volunteer support and engagement.

Our Community Leaders survey - sent to a targeted group of lead volunteers and Wikimedia champions within partner institutions - is a key tool for us to find out how volunteers are experiencing their involvement with Wikimedia UK, and what we could improve. Our 2024 survey painted a broadly positive picture, with over 90% of volunteers reporting that they felt appreciated by Wikimedia UK for the work they do and over 90% feeling supported by Wikimedia UK staff. 96% of volunteers who had participated in training felt that it was relevant to their needs, and 94% have gained new skills as a result of their participation. All staff at partner organisations who completed the survey felt supported by Wikimedia UK staff.

In terms of demographics, a higher proportion of those who completed this year's survey were women (70%), with 76% of all respondents identifying as straight/heterosexual (compared to 89% of the UK population in the latest census). There was a significant increase in the proportion of respondents who are white, with 88% compared to 74% last year (for comparison, 82% of the UK population identify as white). The biggest outliers in terms of demographics (in comparison to the UK population) are in relation to education, and disability. Almost all respondents (94%) have a degree or a higher qualification, while 41% have a disability.

Based on the feedback from the survey, we will continue to explore how to increase representation of community leaders from marginalised communities, and develop our understanding of how best to support people with physical and mental health conditions. We will also continue to offer a range of training and volunteering opportunities that cater for more experienced volunteers as well as newer members of our community.

Future plans

2024/25 is the final year in our current three year strategy for 2022 - 2025. Our delivery plan is based upon the following objectives within our three strategic themes, as agreed in 2021:

KNOWLEDGE EQUITY

- Develop our understanding and approach to engaging ethically with knowledge communities; building trust and focusing on quality content and better sharing rather than an extractive approach.
- Develop our understanding of the discourse and practice around decolonisation, and explore and document what decolonisation, knowledge equity and epistemic justice mean in the context of Wikipedia and Wikimedia UK.
- Continue to explore and develop alternative models of partnership-working that move beyond content acquisition; developing and delivering meaningful knowledge equity projects that draw on best practice at an international level, and engage with minoritised groups (including communities of origin) as co-creators.
- Work with the global movement to develop and deliver the implementation plan for movement strategy initiatives related to underrepresented knowledge, including bridging content gaps.
- Advocate at an institutional and sector-wide level for the release of content relating to underrepresented people and subjects, and support Wikimedians in Residence in their work as change agents in content-holding organisations; championing a focus on untold stories and underrepresented content.
- Diversify Wikimedia UK's community of contributors, community leaders and knowledge activists and community leaders; offering training and support to address inequality and bias and improve representation online.
- Develop and deliver initiatives that focus on recruiting and retaining more editors from Black and Asian backgrounds, who are particularly underrepresented within the UK's editor community.
- Support the development of indigenous and minority language Wikipedias, in recognition of the linguistic and ethnic diversity of the UK.

INFORMATION LITERACY

- Pilot, evaluate and roll out digital, media and information literacy projects with the secondary school sector; building on successful partnership projects in Wales to scale up existing activity and develop and deliver an offer in other areas of the UK.
- Design pilot projects with civil society partners that help to demonstrate the value of Wikimedia in the creation of media and information literacy skills.
- Advocate for the importance of media and information literacy skills at all levels of society - including within curriculum, syllabus and course development - and for the value of Wikimedia in supporting those skills.
- Support ongoing work in partnership with the Higher Education sector, including institution-wide Wikimedian in Residence programmes, Wikimedia in the Classroom courses and more bespoke information literacy projects.

CLIMATE AND ENVIRONMENT

- Explore what role Wikimedia UK could take in supporting and growing the global community of editors contributing to climate-related articles and pages on Wikimedia; connecting with existing groups and affiliates to amplify rather than duplicate activity.
- Facilitate the participation of new contributors, drawing on citizen science models to enable people to participate in capturing and disseminating climate information.
- Scope new and existing partner organisations working in the areas of climate and environment, and pilot projects to identify where and how we can have the greatest impact as the UK chapter for Wikimedia.
- Identify and build relationships with funders who are working at the intersection of digital rights and climate justice, developing Wikimedia's case for support as a leading information resource and platform for digital volunteering and citizen science.

At an operational level, during 2024 we will be completing the transition of our data to our new CRM system, and ensuring that staff have the necessary training, materials and support to make the most out of this investment.

At a strategic level we will be developing plans for our next strategy, which (as agreed by the board and executive) will cover a five year period, to 2030.

Fundraising

Wikimedia UK receives around half of our funding in the form of an unrestricted grant from the Wikimedia Foundation. The majority of the remainder of our cash income is raised largely through individual donations; either by direct debit, or through platforms such as Revolut and Benevity. Donations received through these digital platforms represent a growing proportion of our income. We also record gifts in kind, the majority of which are related to our partners' expenditure on Wikimedians in Residence.

In 2023/24 our annual unrestricted grant from the Wikimedia Foundation was £410,000, the first year of our multi-year grant from the Wikimedia Foundation, with the second year (£442,000 for 2024/25) already received at the time of writing this report. As previously reported, in 2020 we received a multi-year restricted grant of £120,000 from the Wikimedia Foundation, to support the development of our fundraising capacity. 2023/24 represents the final year of this grant, which covered the salary and on costs of the Fundraising and Development Coordinator and made a small contribution to the costs of the Head of Development and Communications. Both of these are permanent posts and are part of the staff team in 2024/25 (although the Coordinator postholder was promoted to Fundraising and Relationship lead as of 1st February 2024).

In addition to our grant from Wikimedia Foundation and Gifts in Kind as described above, Wikimedia UK generated funds from a range of other sources during 2023/24. We received individual donations of £235,055, against a target of £226,000, plus £14,500 in major donor income (which is a donation from an individual of £1,000 or over). We also received a significant increase in gift aid of over £60,000 (compared to a target of £22,000) relating to previous financial years which we hadn't the tools or resources to claim for previously. We secured restricted grants for specific projects of £178,094 (including the final year of our Connected Heritage project, funded by the National Lottery Heritage Fund) and unrestricted funding of £28,373 towards our programme costs, compared to a target of £16,957.

We would like to extend our sincere thanks to every individual and organisation who donated to Wikimedia UK or supported our programmes through grants, enabling us to extend the reach of our work and supporting the wider impact of Wikimedia UK's work. Particular mention goes to the Wikimedia Foundation, National Lottery Heritage Fund, Culham St Gabriel Trust, The European Climate Fund, and the Meliore Foundation.

Wikimedia UK is registered with the Fundraising Regulator - the independent regulator of charitable fundraising in England, Wales and Northern Ireland - and is fully compliant with that scheme. No third parties (such as freelance fundraisers or commercial participators) undertake fundraising on Wikimedia UK's behalf. As in previous years, the charity received no complaints about our fundraising activities during the 2023/24 financial year.

Finances and Risk

In March 2023, the board of trustees agreed to an annual budget for 2023/24 which projected a small surplus of just over £1,000. Total income for the year came to £1,095,000, compared to £977,000 the previous year, with a small surplus generated following significant investments into the organisation. Of the total income, unrestricted income of £750,000 was 15.75% higher than the previous year (2023: Unrestricted: £948,000), as most income streams improved.

Expenditure on fundraising rose to £69,491 (2023: £50,881), and charitable spend on projects was £1,061,000 (2023: £925,000). Restricted income from charitable activities and charitable expenditure on projects included £167,000 (2023: £217,000) of gifts-in-kind.

Wikimedia UK ended the financial year 2023/24 with a small surplus of £1,287 on unrestricted funds (2023: £35,000). The additional income raised during the year, particularly the amount raised through the Gift Aid scheme—which substantially exceeded budget—enabled us to make considerable investment into our operations, fundraising and communications during the year. This included a new CRM (also supported through the creation of a designated fund), commissioning and launching new animated videos about our programmes, working with consultants on how we tell our story as a charity, and professional support with bid writing for trusts and foundations. There was some spend (£5,100) in the £20,000 Designated Fund, with plans to spend the remainder of this during 2024/25. Total reserves, including unrestricted, designated and restricted, fell from £440,000 to £405,567 due to spending down Restricted Reserves (from £68,000 to £32,000).

The approved budget for 2024/25 has projected expenditure of £1,156,976 and forecast income of £1,121,089. The difference between these figures represents estimated restricted funds brought forward, which we are anticipating spending down fully during the year.

Reserves

A level of general reserves is required to buffer the charity from financial risks. These could include a delay on the receipt of a grant; the loss of assets through fraud; or reduced income from donations. Reserves are also held in case a significant financial risk materialises, and the trustees take the difficult decision to close parts or all of the operations of the charity (which could involve quite significant costs relating to staff and other contractual obligations).

Our Reserves Policy is based on a risk-based methodology. It states that the annual calculation of a target range of unrestricted reserves is based on an analysis of the potential financial risks facing the organisation and the losses or costs that would occur if the risk that would cause the greatest draw on our reserves materialised. The reserves target is the higher figure of 1) the risks based methodology - plus an additional four weeks of operating costs (recognising the likelihood of a short time lag between a risk materialising and the charity being able to make and enact decisions in response), or 2) four to six months of operating costs.

Wikimedia UK
Trustee Directors' Report
For the Year Ended 31 January 2024

Summarised SoFa	2023/24			2022/23		
	Unrestricted	Restricted	Total Funds	Unrestricted	Restricted	Total Funds
	£	£	£	£	£	£
Total Income	750,135	345,434	1,095,569	865,074	112,129	977,203
Fundraising	17,700		17,700	96,282	40,000	136,282
Project Spend	747,193	365,533	1,112,726	748,879	90,981	839,860
Funds Transfer	16,045	-16,045	-	14,960	-14,960	-
Net Surplus / Deficit	1,287	-36,144	-34,857	34,873	-33,812	1,061

At the start of 2024, the liabilities of the charity remained largely reduced and we continue to base our reserves on four to six months of operating costs. This is a range of £262,000 to £392,000. Our free reserves (excluding fixed assets and designated funds) at £351,935 on 1st February 2024, are at the upper end of this range.

Risk Management

The risk register is maintained by the Chief Executive with an owner allocated to each risk. All risks are reviewed by the Senior Management Team on a quarterly basis, with an updated register then shared with the Audit and Risk Committee at their quarterly meetings, accompanied by analysis of any changed ratings, or new risks. Key risks are brought to the full board for consideration, whilst the full Risk Register is available for all trustees to review at any time.

At the start of the 2023/24 financial year, the biggest risk identified was that the requirements of the Online Safety Bill would prove to be incompatible with Wikipedia's community governance model and principles of accessibility and privacy. The organisation tried to mitigate this risk by advocating for changes to the Bill, and promoting the importance and value of community-governed public interest projects. Whilst the Bill became law in October 2023, Wikimedia UK and Wikimedia Foundation's work in this area has raised the profile of Wikipedia's model amongst policy makers, and we are recognised as key stakeholders by the regulator Ofcom.

Another risk for the organisation was damage to Wikimedia UK's public profile as a result of an issue related to Wikipedia, Wikimedia Foundation or Wikimedia UK which could impact on our fundraising efforts at a local or global level. By the end of the year this risk had come down due to investment in staff attending crisis communications training and ensuring robust governance was in place, as well as staying in regular contact with the Wikimedia Foundation so that both parties are up to date on any potential issues.

Over the course of the year, we mitigated any operational or IT risks that would leave the organisation vulnerable to the loss of information by engaging with an IT Solutions team to carry out an IT and Security audit and ensure that there was sufficient IT support in place.

Wikimedia UK

Trustee Directors' Report

For the Year Ended 31 January 2024

Previous risks on our Annual Reports have highlighted:

- Decreasing visibility or relevance of the Wikimedia platforms impacts on fundraising at a global and/or local level, and makes working with Wikimedia UK less appealing to existing and potential partners
 - By the end of the financial year this risk had reduced significantly with a review and identification of new platforms for audience engagement and growth, as well as a new Comms Strategy and Content Plan. Additionally we are confident that WMUK's CEO is an active advocate and spokesperson for our projects and our work across the movement.
- One of the banks that we use fails and we lose cash deposits over the £85k government guarantee
 - This risk reduced significantly over the course of the year. Following advice and support from our Audit & Risk Committee, we spread this risk, using an investment platform, to ensure that our unrestricted free reserves are protected for the future.

Small Company

This Report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

Statement of Trustees' Responsibilities

The trustees (who are also directors of Wikimedia UK for the purposes of company law) are responsible for preparing the Trustees' Report (incorporating the directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Signed on behalf of the Board, as approved on 17.09.2024

M Shah
Chair

Wikimedia UK

Independent Auditors' Report to the Trustees and Members For the Year Ended 31 January 2024

Opinion

We have audited the financial statements of Wikimedia UK (the 'charitable company') for the year ended 31 January 2024, which comprise the Statement of Financial Activities (including an Income and Expenditure Account), Balance Sheet, Statement of Cash Flows and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 January 2024 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustee's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the entity's ability to continue as a going concern for a period of at least 12 months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustee Directors' Report, other than the financial statements and our auditors' report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustee Directors' Report, which includes the Directors' Report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report included within the Trustees' Report.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the Trustee Directors' Report and from the requirement to prepare a Strategic Report.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on pages 15-16, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

The extent to which the audit was considered capable of detecting irregularities including fraud

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the company through discussions with management, and from our commercial knowledge and experience of the charity sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Companies Act 2006, Charities Act 2011, employment and data protection legislation.
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading the minutes of meetings of those charged with governance;
- enquiring of management as to actual and potential litigation, claims and breaches of relevant legislation; and
- reviewing correspondence with the Charity Commission and other relevant regulators including the company's legal advisors and insurers.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

Wikimedia UK

Independent Auditors' Report to the Trustees and Members For the Year Ended 31 January 2024

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Michelle Ferris BSc (Hons) FCA DChA (Senior Statutory Auditor)

For and on behalf of Albert Goodman LLP, Statutory Auditor
Goodwood House
Blackbrook Park Avenue
Taunton
TA1 2PX

Date: 18.09.2024

Wikimedia UK

Statement of Financial Activities (including an Income and Expenditure account)

For the Year Ended 31 January 2024

	Notes	Unre- stricted £	Re-stricted £	Total 2024 £	Unre- stricted £ As restated	Re- stricted £ As restated	Total 2023 £
Income:							
Grants	2	410,000	178,094	588,094	387,000	112,129	499,129
Donations and legacies	3	310,183	-	310,183	256,708	-	256,708
Charitable activities	4	-	167,340	167,340	-	216,936	216,936
Investments	5	1,579	-	1,579	596	-	596
Other	6	28,373	-	28,373	3,833	-	3,833
Total income		750,135	345,434	1,095,569	648,137	329,065	977,202
Expenditure:							
Raising funds	7	29,491	40,000	69,491	10,881	40,000	50,881
Charitable activities	8	735,402	325,533	1,060,935	617,344	307,917	925,261
Total expenditure		764,893	365,533	1,130,426	628,225	347,917	976,142
Net income / (expenditure) for the year		(14,758)	(20,099)	(34,857)	19,912	(18,852)	1,060
Transfers between funds	17	16,045	(16,045)	-	14,960	(14,960)	-
Net movement in funds for the year		1,287	(36,144)	(34,857)	34,872	(33,812)	1,060
Reconciliation of funds							
Total funds brought forward		372,529	67,895	440,424	337,657	101,707	439,364
Total funds carried forward		373,816	31,751	405,567	372,529	67,895	440,424

The results for the year derive from continuing activities and there are no gains or losses other than those shown above.

The statement of financial activities incorporates the income and expenditure account.

	Notes	2024 £	2023 £ As restated
Fixed assets			
Tangible fixed assets	13	6,981	5,848
Investment	14	1	1
		<u>6,982</u>	<u>5,849</u>
Current assets			
Debtors	15	23,793	85,405
Cash at bank and in hand		911,075	815,687
		<u>934,868</u>	<u>901,092</u>
Liabilities:			
Creditors falling due within one year	16	(536,283)	(466,517)
Net current assets		<u>398,585</u>	<u>434,575</u>
Creditors falling due in more than one year		<u>-</u>	<u>-</u>
Total net assets		<u><u>405,567</u></u>	<u><u>440,424</u></u>
The funds of the charity:			
Restricted funds	17	31,751	67,895
Unrestricted funds	17	373,816	372,529
Total charity funds		<u><u>405,567</u></u>	<u><u>440,424</u></u>

The financial statements have been prepared and delivered in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006 and the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Approved by the Board of Directors for issue on 17.09.2024 and signed on their behalf by:

A Ashby
Treasurer

Wikimedia UK
Statement of Cash Flows
For the Year Ended 31 January 2024

		Total 2024	Total 2023
		£	£
	Notes		
Cash flows from operating activities			
Net movements in funds for the year		(34,857)	1,060
Depreciation and amortisation	13	1,136	1,112
Finance income	5	(1,579)	(596)
		<hr/>	<hr/>
		(35,300)	1,576
Working capital adjustments			
(Increase)/decrease in debtors	15	61,612	(43,625)
Increase/(decrease) in creditors	16	69,766	422,929
		<hr/>	<hr/>
Net cash flow from operations		96,078	380,880
Cash flows from investing activities			
Interest received	5	1,579	596
Purchase of fixed assets	13	(2,269)	(2,662)
		<hr/>	<hr/>
		(690)	(2,066)
		<hr/>	<hr/>
Net increase/(decrease) in cash and cash equivalents		95,388	378,814
		<hr/>	<hr/>
Cash and cash equivalents at the beginning of the reporting period		815,687	436,873
		<hr/>	<hr/>
Cash and cash equivalents at the end of the reporting period		911,075	815,687
		<hr/>	<hr/>
Cash & Cash equivalents reconciliation:			
Cash at bank		911,075	815,687
		<hr/>	<hr/>
Total cash & cash equivalents at the end of the reporting period		911,075	815,687
		<hr/>	<hr/>

1 Accounting Policies

1.1 General information and basis of accounting

Wikimedia UK is a company limited by guarantee incorporated in the United Kingdom under the Companies Act. Each member of the charity undertakes to contribute a maximum of £1 to the charity's assets if it should be wound up while they are a member or within one year after they cease to be a member. The address of the registered office is given on page 1. The nature of the charity's operations and its principal activities are set out in the Trustee Directors' Report on pages 2 – 16.

The financial statements have been prepared on the historical cost basis and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)- (Charities SORP (FRS 102)) and the Companies Act 2006.

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

1.2 Income

Income from donations is recognised in the accounts when receivable and the amount can be reliably measured.

Income from grants is accounted for when unconditionally due and reasonable assurance can be gained that it will be received. Income from charitable activities is recognised when either unconditionally due or when the service is completed depending on the nature of funding. Where funds are received in advance, for a specified period, these funds are deferred and recognised in the period to which they relate.

Income from investments is recognised in the accounts when receivable.

1.3 Expenditure

Resources expended are accounted for on the accruals basis and are inclusive of Value Added Tax. Liabilities are recognised in the accounting period to which they relate.

1.4 Allocation of staff costs to projects and apportionment of governance and support costs

Staff costs attributable to project-work as direct costs and staff costs, other overheads apportionable as support costs and governance costs, have been allocated to the expenditure headings in the Statement of Financial Activities as follows:

Staff time spent on carrying out each project's activity, or on fundraising, has been determined from returns by staff for each month and evaluated at the individual's total salary cost to calculate the actual cost of direct staff time spent for each activity.

Governance and support costs have been apportioned pro rata to total direct costs per activity. An analysis of governance and support costs and the results of these attributions and apportionments are given in note 12.

1.5 Volunteers

The trustees gratefully acknowledge the significant contribution made by volunteers who gave freely of their time (totalling in excess of 25,743 hours in the financial year) and expertise.

1.6 Fixed assets

Fixed assets are valued at cost or valuation less depreciation. Individual items or sets of related items costing over £500 are capitalised. Depreciation is calculated to write off the cost of fixed assets, less their residual value, over their estimated useful lives at the following rates:

Furniture	– 33.33% straight line
Computer Equipment	– 33.33% straight line
Leasehold improvements	– 33.33% straight line

1.7 Debtors

Trade and other debtors are recognised at the settlement amount due and prepayments are valued at the amount prepaid. Debtors relating to accrued income are recognised when unconditionally due and reasonable assurance can be gained they will be received.

Where funds are due but have not yet been received, they are accrued in debtors and recognised in the period to which they relate.

1.8 Cash at bank and in hand

Cash at bank and in hand comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

1.9 Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are recognised at their settlement amount.

Where grants are received in advance, for a specified period, these funds are deferred and recognised in the period to which they relate.

1.10 Taxation

The charity is a registered charity and is therefore not liable to corporation tax on its charitable activities to the extent that income and gains are applied to charitable purposes.

1.11 Pension contributions

The charity provides a defined contributions pension scheme for its employees and contributions payable for the year are charged to the Statement of Financial Activities.

1.12 Investments

The Charity's wholly owned subsidiary company, Cultural Outreach Limited, is the holder of intellectual property rights donated for the work of the Charity. As the company is dormant and its assets are immaterial to the group, consolidated accounts have not been prepared.

1.13 Grants awarded

Grants awarded by the Charity are recognised in full as expenditure on charitable activities in the Statement of Financial Activities in the period in which a binding commitment arises.

1.14 Fund accounting

General funds are unrestricted funds receivable or generated for the objects of the charity without further specified purpose and are available as general funds. Designated funds are unrestricted funds earmarked by the directors for particular purposes.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets this criterion is charged to the fund, together with a fair allocation of management and support costs.

1.15 Operating leases

The charity had a lease of the office at 5-11 Lavington Street up until 22 August 2023. Rentals payable under operating leases were charged to the Statement of Financial Activities as incurred over the term of the lease.

1.16 Financial instruments

The charity only holds basic financial instruments as defined in FRS 102. The financial assets and liabilities of the charity and their measurements are as follows:

Financial assets – trade and other debtors are basic financial instruments and are debt instruments measured at amortised cost. Prepayments are not financial instruments.

Cash at bank – is classified as a basic financial instrument and is measured at face value.

Financial liabilities – trade creditors, accruals, other creditors and bank loans are financial instruments, and are measured at amortised cost. Taxation and social security are not included in the financial instruments disclosure definition. Deferred income is not seemed to be a financial liability, as the cash settlement has already taken place and there is an obligation to deliver services rather than cash or another financial instrument.

1.17 Gifts in kind

(a) *Tangible gifts-in-kind*

Tangible gifts-in-kind are recognised at their fair value.

(b) *Donated services or facilities*

Donated services or facilities are recognised at their estimated value to the charity where the value is quantifiable and measurable. The valuation basis is the price the charity estimates it would pay in the open market for a service or facility of equivalent utility.

(c) *Wikimedians in Residence*

Where either:

- (i) a grant is made under an agreement in respect of a Wikimedian in Residence and the host organisation contributes towards the cost, or
- (ii) a grant has been made for our benefit by another grant maker direct to that host institution a gift-in-kind is recognised equal in value to the amount the charity would have been willing to pay to secure the residency. These are accounted as restricted entries in the accounts.

1.18 Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. There are no estimates or judgments that have a material effect on amounts recognised in the financial statements.

1.19 Prior period error

During the year it was identified that the investment in the dormant subsidiary company was not included in the accounts. This has been introduced, with the impact being to increase investments and other creditors by £1 in the prior year. There has been no impact on the surplus or reserves previously reported.

During the year it was identified that gifts in kind had been previously treated as unrestricted income and expenditure, when they should have been restricted. Restricted fund income and expenditure for the year ended 31 January 2023 have therefore both increased by £216,936, with a corresponding reduction in unrestricted fund income and expenditure. There has been no impact on the surplus reported by the charity in the prior year.

2. Grants

	Unres- tricted funds £	Res- tricted funds £	2024 Total £	Unres- tricted funds £	Res- tricted funds £	2023 Total £
Wikimedia Foundation 2022/23	-	-	-	355,000	-	355,000
Wikimedia Foundation 2023/24	410,000	-	410,000	-	-	-
Wikimedia Foundation - project grants	-	42,001	42,001	-	30,977	30,977
The Swire Charitable Trust	-	-	-	30,000	-	30,000
Congruence Engine	-	-	-	2,000	-	2,000
National Lottery Heritage Fund - Digital Fund	-	43,947	43,947	-	47,640	47,640
National Lottery Heritage Fund - Innovation Fund	-	24,755	24,755	-	-	-
Meliore Foundation	-	31,504	31,504	-	-	-
European Climate Fund	-	31,387	31,387	-	31,387	31,387
Culham St. Gabriel's Trust	-	4,500	4,500	-	2,125	2,125
	<u>410,000</u>	<u>178,094</u>	<u>588,094</u>	<u>387,000</u>	<u>112,129</u>	<u>499,129</u>

3. Income from donations and legacies

	Unre- stricted funds £	Re- stricted funds £	2024 Total £	Unre- stricted funds £	Re- stricted funds £	2023 Total £
Major gifts	9,500	-	9,500	16,000	-	16,000
Other donations	235,055	-	235,055	221,613	-	221,613
Legacies	5,000	-	5,000	-	-	-
Gift aid - current year	18,392	-	18,392	19,095	-	19,095
Gift aid - back claim	42,236	-	42,236	-	-	-
	<u>310,183</u>	<u>-</u>	<u>310,183</u>	<u>256,708</u>	<u>-</u>	<u>256,708</u>

Where grants are received in advance, for a specified period, these funds are deferred in creditors and recognised in the period to which they relate. Where funds are due but have not yet been received, they are accrued in debtors and recognised in the period to which they relate.

4. Income from charitable activities

	Unre- stricted funds £	Re- stricted funds £	2024 Total £	Unre- stricted funds £	Re- stricted funds £	2023 Total £
				As restated	As restated	
<i>Gifts in kind</i>						
Wikimedian in Residence host costs:						
National Library of Wales	-	53,298	53,298	-	53,644	53,644
Edinburgh University	-	48,244	48,244	-	48,694	48,694
Khalili Collections	-	15,000	15,000	-	12,000	12,000
Science Museum	-	-	-	-	14,000	14,000
British Library	-	1,783	1,783	-	21,390	21,390
National Institute for Health Research	-	32,348	32,348	-	32,366	32,366
University of the Arts London	-	-	-	-	4,542	4,542
Devil's Porridge	-	-	-	-	13,300	13,300
National Trust	-	16,667	16,667	-	-	-
Legal Services:						
Mischon de Reya	-	-	-	-	12,000	12,000
Website contribution:						
Dauntless	-	-	-	-	5,000	5,000
	<u>-</u>	<u>167,340</u>	<u>167,340</u>	<u>-</u>	<u>216,936</u>	<u>216,936</u>

5. Investment income

	Unre- stricted funds £	Re- stricted funds £	2024 Total £	Unre- stricted funds £	Re- stricted funds £	2023 Total £
Bank interest	1,579	-	1,579	596	-	596
	1,579	-	1,579	596	-	596

6. Other income

	Unres- tricted funds £	Res- tricted funds £	2024 Total £	Unres- tricted funds £	Res- tricted funds £	2023 Total £
Training and consultancy	26,873	-	26,873	3,825	-	3,825
Miscellaneous	1,500	-	1,500	8	-	8
	28,373	-	28,373	3,833	-	3,833

7. Expenditure on raising funds

	Unre- stricted funds £	Re- stricted funds £	2024 Total £	Unre- stricted funds £	Re- stricted funds £	2023 Total £
Costs of fundraising	29,491	-	29,491	10,881	-	10,881
Direct costs - staff	-	40,000	40,000	-	40,000	40,000
	29,491	40,000	69,491	10,881	40,000	50,881

8. Expenditure on charitable activities

	Unre- stricted funds £	Re- stricted funds £	2024 Total £	Unre- stricted funds £	Re- stricted funds £	2023 Total £
Projects:						
Volunteer and community support	12,315	88	12,403	5,802	-	5,802
Partnership programmes - core spend	16,805	21,181	37,986	15,330	2,075	17,405
NLHF - Connected Heritage	-	9,797	9,797	-	1,408	1,408
NLHF - Innovation Fund	-	15,947	15,947	-	-	-
ECF	-	15,249	15,249	-	12,892	12,892
Partnership programmes - project spend	-	-	-	-	20,988	20,988
Partnership programmes GIK	-	167,340	167,340	-	204,936	204,936
External Relations and Advocacy	26,186	-	26,186	9,757	-	9,757
International Working	3,766	-	3,766	148	-	148
	<u>59,072</u>	<u>229,602</u>	<u>288,674</u>	<u>31,037</u>	<u>242,299</u>	<u>273,336</u>
Admin:						
Staff - other costs	16,858	-	16,858	21,756	-	21,756
Premises	33,851	-	33,851	36,869	25,298	62,167
IT & Telephony	42,676	-	42,676	23,630	-	23,630
Office Costs	6,557	-	6,557	8,262	-	8,262
Governance	16,748	-	16,748	1,154	-	1,154
Audit & Accountancy	14,096	-	14,096	9,785	-	9,785
Membership	486	-	486	-	-	-
Professional fees	19,535	-	19,535	-	-	-
	<u>150,807</u>	<u>-</u>	<u>150,807</u>	<u>101,456</u>	<u>25,298</u>	<u>126,754</u>
Staff costs	525,523	95,931	621,454	484,851	40,320	525,171
	<u><u>735,402</u></u>	<u><u>325,533</u></u>	<u><u>1,060,935</u></u>	<u><u>617,344</u></u>	<u><u>307,917</u></u>	<u><u>925,261</u></u>

9. Analysis of programmes direct costs

The following gifts in kind expenditure, grants made and other costs were incurred by the charity in respect of Wikimedians in residence and other partnerships in the year.

	Unre- stricted funds £	Re- stricted funds £	2024 Total £	Unre- stricted funds £ As restated	Re- stricted funds £ As restated	2023 Total £
National Library of Wales	-	53,298	53,298	-	53,644	53,644
Edinburgh University	-	48,244	48,244	-	48,694	48,694
Khalili Collections	-	15,000	15,000	-	12,000	12,000
Science Museum	-	-	-	-	14,000	14,000
British Library	-	1,783	1,783	-	21,390	21,390
National Institute for Health Research	-	32,348	32,348	-	32,366	32,366
University of the Arts London	-	-	-	-	4,542	4,542
Devil's Porridge	-	-	-	-	13,300	13,300
National Trust	-	16,667	16,667	-	-	-
Other direct costs	-	-	-	-	15,330	15,330
	-	167,340	167,340	-	215,266	215,266

10. Financial commitments

At 31 January 2024 the charity was committed to making the following payments under non-cancellable operating leases:

	2024		2023	
	Land & buildings £	Other £	Land & buildings £	Other £
Operating lease which expire:				
Within one year	-	-	30,480	-
Within two and five years	-	-	-	-
More than five years	-	-	-	-
	-	-	30,480	-

The lease of the office at 5-11 Lavington Street expired on 22 August 2023 and was not replaced.

11. Employees and employment costs

	2024	2023
	£	£
Staff costs during the year were:		
Wages and salaries	571,915	488,512
Social security costs	54,743	46,946
Other pension costs	34,796	28,491
	<u>661,454</u>	<u>563,949</u>

Number of employees

The average monthly number of employees during the year was:

	2024	2023
Full time	10	9
Part time	6	6
	<u>16</u>	<u>15</u>

The charity operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £34,796 (2023 - £28,491).

One employee earned between £90,000 - £100,000 during the year excluding employer pension contributions (2023: one employee earned between £80,000 - £90,000 excluding employer pension contributions).

No remuneration was paid to any directors during the year (2023 – none).

The charity reimbursed trustee expenses totalling £761 to three trustees during the year in respect of travel, accommodation, subsistence and conferences (2023 - £465 to two trustees).

The key management personnel of the charity comprise of the trustees, the Chief Executive Officer, the Director and Head of Finance and Operations, the Director of Programmes and Evaluation and the Head of Development & Communications. The total cost of employee benefits of the key management personnel was £291,621 (2023: £266,342).

12. Net incoming resources/operating surplus

	2024	2023
	£	£
This is stated after charging:		
Depreciation	1,136	1,112
Operating leases- property rent	26,119	42,353
Auditors' remuneration- Audit fee	10,200	9,000
Auditors' remuneration- Accountancy & other	3,360	-
	<u> </u>	<u> </u>

13. Tangible fixed assets

	Computer Equipment	Furniture and Fittings	Leasehold improve- ments	Total
	£	£	£	£
Cost				
At 1 February 2023	26,952	4,409	4,762	36,123
Additions	2,269	-	-	2,269
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
At 31 January 2024	29,221	4,409	4,762	38,392
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Depreciation				
At 1 February 2023	21,425	4,088	4,762	30,275
Charge for the year	1,136	-	-	1,136
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
At 31 January 2024	22,561	4,088	4,762	31,411
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Net book value				
At 31 January 2023	5,527	321	-	5,848
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
At 31 January 2024	6,660	321	-	6,981
	<u> </u>	<u> </u>	<u> </u>	<u> </u>

14. Investments

Wikimedia UK holds 100% of the share capital and 100% of the voting rights of Cultural Outreach Limited (company number 08548511) which was incorporated on 29 May 2013. The company has been dormant since incorporation.

The profit for the year for the company was £nil (2023: £nil) and the balance sheet total was £1 (2023: £1).

15 Debtors

	2024	2023
	£	£
Other debtors	4,783	69,465
Prepayments	12,122	11,657
Gift aid receivable	6,888	4,283
	<u>23,793</u>	<u>85,405</u>

16 Creditors: Amounts falling due within one year

	2024	2023
	£	£
		As restated
Trade creditors	64,404	17,351
Accruals	13,390	13,665
Deferred income	442,000	410,000
Social security	14,286	15,119
Other creditors	1,747	6,418
Pension contributions	456	3,963
	<u>536,283</u>	<u>466,516</u>

Where grants are received in advance, for a specified period, these funds are deferred and recognised in the period to which they relate.

17 Funds – current year

	Balance at 1 April 2023 £	Income £	Expenditure £	Transfers £	Balance at 31 March 2024 £
Unrestricted funds					
General fund	352,529	750,135	(759,793)	16,045	358,916
Designated funds:					
Project funding	20,000	-	(5,100)	-	14,900
Total unrestricted funds	372,529	750,135	(764,893)	16,045	373,816
Restricted funds					
Wikimedia Foundation - Fundraising	40,000	-	(40,000)	-	-
Wikimedia Foundation - Wikimania	2,551	-	(2,551)	-	-
Wikimedia Foundation - Celtic Knot	80	-	(80)	-	-
Wikimedia Foundation - SMK	-	19,959	(15,750)	(1,959)	2,250
Wikimedia Foundation - VSN	-	22,042	(5,154)	(2,059)	14,829
National Lottery Heritage Fund - Digital	10,253	43,947	(46,891)	(7,309)	-
National Lottery Heritage Fund - Innovation	-	24,755	(21,787)	(2,968)	-
European Climate Fund	14,961	31,387	(46,348)	-	-
Culham St. Gabriel's Trust	50	4,500	(2,800)	(1,750)	-
Meliore Foundation	-	31,504	(16,832)	-	14,672
Gifts in kind	-	167,340	(167,340)	-	-
Total restricted funds	67,895	345,434	(365,533)	(16,045)	31,751
Total funds	440,424	1,095,569	(1,130,426)	-	405,567

Wikimedia UK
Notes to the Financial Statements
For the Year Ended 31 January 2024

17 Funds – prior year	Balance at 1 February 2022 £	Income £ As restated	Expenditure £ As restated	Transfers £	Balance at 31 January 2023 £
Unrestricted funds					
General fund	317,657	648,137	(628,225)	14,960	352,529
Designated funds:					
Project funding	20,000	-	-	-	20,000
Total unrestricted funds	337,657	648,137	(628,225)	14,960	372,529
Restricted funds					
Wikimedia Foundation	80,000	-	(40,000)	-	40,000
Wikimedia Foundation	2,437	3,824	(3,710)	-	2,551
Wikimedia Foundation	-	27,153	(27,073)	-	80
National Lottery Heritage Fund	19,270	47,640	(41,697)	(14,960)	10,253
European Climate Fund	-	31,387	(16,426)	-	14,961
Culham St. Gabriel's Trust	-	2,125	(2,075)	-	50
Gifts in kind	-	216,936	(216,936)	-	-
Total restricted funds	101,707	329,065	(347,917)	(14,960)	67,895
Total funds	439,364	977,202	(976,142)	-	440,424

Unrestricted Funds

General funds are available for use at the trustees' discretion in furtherance of the objective of the charity

Designated funds – project funding was created by the trustees to support programmes and activities that have not otherwise been funded.

Restricted funds

Restricted income funds are those donated for use in a particular area or specific purposes, the use of which is restricted to that area or purpose. The material restricted funds are as follows:

- Wikimedia Foundation – Fundraising capacity building
- Wikimedia Foundation – Wikimania Conference
- Wikimedia Foundation – Celtic Knot Conference
- National Lottery Heritage Fund – Digital Skills Training
- European Climate Foundation – Climate & Environment Wikimedian-in-Residence
- Culham St. Gabriel's Trust – Researching Cultural Bias on Wikipedia
- National Lottery Heritage Fund – Heritage Innovation Fund Pilot Initiative
- Meliore Foundation – Climate & Environment Wikimedian-in-Residence
- Wikimedia Foundation – Changemakers Toolkit with Sheila McKechnie Foundation
- Wikimedia Foundation – Volunteer Supporters Network

18 Analysis of net assets between funds

	Unre- stricted funds £	Re- stricted funds £	2024 Total £	Unre- stricted funds £	Re- stricted funds £	2023 Total £
			As restated	As restated	As restated	As restated
Tangible fixed assets	6,981	-	6,981	5,848	-	5,848
Investments	1	-	1	1	-	1
Current assets	903,117	31,751	934,868	833,197	67,895	901,092
Current liabilities	(536,283)	-	(536,283)	(466,517)	-	(466,517)
	<u>373,816</u>	<u>31,751</u>	<u>405,567</u>	<u>372,529</u>	<u>67,895</u>	<u>440,424</u>

19 Related party transactions

There were no related party transactions during the year (2023 - none).

WIKIMEDIA UK

England & Wales - Charity number 1144513

Accounts



WIKIMEDIA UK

(A COMPANY LIMITED BY GUARANTEE)

**ANNUAL REPORT
AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2023**

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WIKIMEDIA UK
LEGAL AND ADMINISTRATIVE INFORMATION
FOR THE YEAR ENDED 31 JANUARY 2023

Full name Wikimedia UK

Registered Company Number 06741827

Registered Charity Number: England and Wales 1144513, **Scotland** SC048644

Directors and Charity Trustees

Caroline Ball

Adrian Beidas (elected July 2022)

Sangeet Bhullar (re-elected July 2022)

Jane Carlin Chair of Audit and Risk Committee

Mark Cruickshank (co-opted April 2022)

Kelly Foster

Julian Manieson

Monisha Shah Chair

Vivian Wineman (elected July 2022)

Marnie Woodward Treasurer

Rod Ward

Former Directors and Charity Trustees

Lorna Campbell Vice Chair (retired July 2022)

Andrea Chandler (resigned July 2022)

Chief Executive

Lucy Crompton-Reid

Principal Address

5-11 Lavington Street
London, SE1 0NZ

Bankers

Unity Trust Bank plc
Four Brindley Place, Birmingham B1 2HB

The Co-operative Bank plc
1 Balloon Street, Manchester M60 4EP

Auditors

PKF Littlejohn LLP
15 Westferry Circus
London E14 4HD

Legal Advisers

Stone King LLP
13 Queen Square, Bath BA1 2HJ

Burges Salmon LLP
One Glass Wharf
Bristol BS2 0ZX

WIKIMEDIA UK
MESSAGE FROM THE CHAIR
FOR THE YEAR ENDED 31 JANUARY 2023

I am delighted to introduce Wikimedia UK's Annual Report for the financial year ending 31st January 2023. Despite a challenging external environment, this has been another highly successful year for the charity in terms of its partnerships, fundraising, and - of utmost importance - its reach and impact. Thank you to the staff team, our partners and our dedicated volunteer community for all you do to ensure open knowledge for all.

As always, I have been very grateful to work with such a knowledgeable and committed Board of Trustees. I was delighted to welcome Adrian Beidas and Vivian Wineman to the Board as new trustees in July 2022, and to welcome back Sangeet Bhullar for a final term. Adrian and Vivian bring valuable finance and legal expertise respectively, while Sangeet's work in information literacy is of great benefit to the organisation, given our focus on this area. I would also like to welcome our new Honorary Members: Josie Fraser, Melissa Highton, Magnus Manske and Nick Poole.

As a passionate advocate for the importance of arts and culture, I am delighted by Wikimedia UK's strong and fruitful relationships in this sector, and the inspiring work that is taking place as organisations slowly recover from the Covid pandemic. Whilst the cost of living crisis presents a new challenge for both existing and potential partners, I continue to be impressed by the sheer diversity of the work that is taking place to remove barriers to access and engage the public with the UK's incredible collections. Wikimedia UK's involvement in the Arts and Humanities Research Council's Towards a National Collection programme, as well as our Connected Heritage project (funded by National Lottery Heritage Fund), demonstrates our agility and flexibility - working within large consortiums of national institutions, and also delivering bespoke support to small, community-based heritage organisations.

It is a credit to the people who are the mainstay of our organisation that our work in the higher education sector continues to be acknowledged as making a powerful impact in teaching and learning. . Course leaders and students have fed back to us about the benefits of working with Wikimedia to support information literacy skills. At the University of Edinburgh, where there has been a Wikimedian in Residence since 2016, the extensive Wikimedia programme continues to provide benefits to staff and students while also enriching the content of Wikipedia, Wikidata and the other projects. As we move into 2023, I offer our heartfelt gratitude to all our supporters for your continued work and encouragement of Wikimedia UK and the wider Wikimedia movement with your time, expertise and knowledge.

Monisha Shah, Chair of the Board of Trustees

WIKIMEDIA UK
MESSAGE FROM THE CHIEF EXECUTIVE
FOR THE YEAR ENDED 31 JANUARY 2023

I hope you enjoy reading this report about Wikimedia UK's work during 2022/23, with details of our many activities and achievements during the year, as well as our financial statements. The year has not been without challenges for the charity. As a diverse organisation that is part of an international movement, the staff team were all deeply concerned by Russia's invasion of Ukraine in February 2022 and the ongoing conflict. As an open knowledge movement, Wikimedia has grappled with the challenge of disinformation throughout the invasion, as well as working to protect the safety and security of volunteer contributors.

Closer to home, the political uncertainty of 2022 - with three different Prime Ministers at the helm - and the deepening cost of living crisis, has also affected our fundraising, partnerships and advocacy activities, as well as staff wellbeing. I'm hugely proud of everything the charity has achieved during the year in spite of these external challenges. I was also very pleased that our commitment to equity, diversity and inclusion was recognised by the wider Wikimedia movement, with Wikimedia UK being awarded the first Affiliate Spotlight award - for diversity in governance - at the 2022 Wikimedian of the Year Awards.

There have been a number of staff changes during the year. In May, we appointed a part time Volunteer Coordinator on an initial one-year contract, to support the development and diversification of our volunteer community. I'm very pleased to report that, thanks to additional funding from the Wikimedia Foundation, we have now been able to confirm this post within the permanent staff structure. Following the departure of two part time staff within our Finance and Operations team, we also appointed a new, full time Finance and Operations Coordinator in June. In October, we were delighted to appoint the organisation's first ever Wikimedian in Residence for Climate, based at the University of Exeter's Global Systems Institute.

At the end of the year, our longstanding Director of Finance and Operations, Davina Johnson, retired. Our very grateful thanks to Davina for all her work over the past nine years, and a warm welcome to her replacement, Sharon Mitcheson. During 2023 we also restructured the growing Programmes Team, creating two Programme Manager posts. Congratulations to our longstanding staff members Dr Sara Thomas and Dr Richard Nevell for their promotion into these roles.

Wikimedia UK is a small charity with a big impact and, as ever, it's impossible to summarise our delivery and achievements over the course of a year in this short introduction. I encourage you to read the report in its entirety to get a better sense of our work. I would also encourage you, if you are not already, to get involved - whether that's as a volunteer, a donor, a member, or a partner. It's only if we work together that we can achieve our vision of a more informed, democratic and equitable society through open knowledge.

Lucy Crompton-Reid, Chief Executive

1. STRUCTURE, GOVERNANCE AND MANAGEMENT

Wikimedia UK is a charitable company limited by guarantee. It was incorporated on 5th November 2008 as company number 06741827; registered as a charity in England and Wales on 3rd November 2011, and in Scotland on 22 August 2018. Under its Articles of Association, the company is governed by a Board of up to seven elected directors and up to four co-opted directors who are the charity trustees for charity law purposes. Terms for elected trustees are three years, with the possibility of re-election subject to a maximum continuous period of up to six years. Co-opted trustees are appointed for two years, and are usually expected to serve no more than two terms.

Wikimedia UK encourages all who support its charitable aims and objectives, and who are willing to abide by its membership rules, to join as voting company members. Admission to company membership is by online application to the Charity, with authority for agreeing new members delegated by the board to the Chief Executive. All members of the charity are entitled to stand for the board of trustees, and elections are held at our Annual General Meeting according to the election rules inscribed in our constitution. Co-opted board members can join at any time during the year and are recruited to meet specific skills gaps.

The Board is committed to best practice in charitable governance. All trustees are inducted to the charity through a programme of one-to-one meetings and formal external training where necessary. Trustees are also sent a trustee induction pack that combines external advice and key internal documents. Training and development opportunities are available to serving trustees throughout their time on the board, such as attendance at relevant conferences, training in specific areas such as finance or copyright law, participation in Wikimedia UK's events and conferences and 'teach-ins' by other trustees or members of the staff team. There are three formal board committees - the Audit and Risk Committee, the Governance Committee, and a new Community Development Committee. All board committees meet quarterly prior to full board meetings, and all have the capacity to include specialist external members with full voting rights.

The charity is managed on a day-to-day basis by the Chief Executive, with a Scheme of Delegation to facilitate fully accountable, effective and efficient management of the charity. Other key management personnel include the Director of Programmes and Evaluation, the Head of Finance and Operations and the Head of Development and Communications. Salaries for all staff are reviewed annually as part of our budget planning cycle. Towards the end of 2022, there were a number of changes within the staff team, with the creation of two new Programme Manager posts (recruited internally) to create more of a tiered structure within the expanding Programmes Team, and the appointment of two new staff within Finance and Operations, replacing two long standing staff members including the retiring Director of Finance and Operations.

2. OBJECTS AND AIMS

The trustees confirm that they have complied with the duty in Section 17(5) of the Charities Act 2011 to have due regard to the general guidance issued by the Charity Commission on public benefit, including the guidance 'Public Benefit: Running a Charity (PB2)'. The Objects of the Charity are, for the benefit of the public, to promote and support the widest possible public access to, use of and contribution to Open Content of an encyclopaedic or educational nature or of similar utility to the general public, in particular the Open Content supported and provided by Wikimedia Foundation, Inc., based in San Francisco, California, USA.

2022/23 represented the first year of Wikimedia UK's new strategic framework for 2022 - 2025. This includes a refreshed vision, mission and values, as follows:

Our **VISION** is of a more informed, democratic and equitable society through open knowledge

Our **MISSION** is to enable people to engage with open knowledge and access reliable information in order to develop their understanding of the world, and make informed decisions about issues that affect them.

We strive to act with integrity in upholding and inspiring the following **VALUES**:

- Equity
- Inclusivity
- Collaboration
- Creativity
- Boldness

Wikimedia UK's **STRATEGIC THEMES** for 2022 - 2025 are:

- Knowledge Equity
- Information Literacy
- Climate and Environment

A number of **STRATEGIC PILLARS** underpin successful delivery across all areas of our work:

- Equity, diversity and inclusion embedded across the organisation
- A thriving national and international community
- Public profile and recognition of the organisation and Wikimedia projects
- A positive legislative environment for open knowledge in the UK
- Organisational resilience and sustainability

3. ACTIVITIES, ACHIEVEMENTS AND PERFORMANCE

Wikimedia UK delivers a wide range of charitable activities to meet our strategic objectives, and work towards our longer term outcomes and vision. Within this report, we include a brief overview of the work delivered under our four main budget lines for charitable activities: Volunteer and Community Support, Partnership Programmes, External Relations & Advocacy and International Working.

The charity has a strong focus on monitoring and evaluation, over and above the data we are required to collect by our funders. The following metrics illustrate the breadth of our work, and the significant strides we are taking towards our overall aims and objectives:

- **726,287 articles** were added or improved, excluding data from Wikimedia Commons
- **1,135** new editors engaged with Wikimedia UK in 2022-23
- We recorded **26,132** volunteer hours
- 100% of community leaders who responded to our survey would recommend Wikimedia UK
- Events where the focus is on underrepresented content **51%**
- Leading volunteers **381**
- Reach of content was **10.4 billion** views of images and articles
- Events with a geographic focus outside of London **68%**
- Policy interactions **25** leading to **6** policy changes
- We worked across **56** strategic partnerships in 2022-23
- **54%** of community organisers/ lead volunteers were female
- We increased our participant numbers, with **8,033** compared to 7,040 last year
- Our total recorded audience (excluding mainstream media) was **49,678**

Volunteer and Community Support

“Wikipedia is such an important resource it's exciting just to be involved and the staff and volunteers I've met have been amazing and so supportive - really wonderful human beings”
Community Leaders survey, 2023

Volunteering is at the heart of the Wikimedia movement, and volunteers are essential to the delivery of Wikimedia UK's programme. Data from 2022/23 suggests that across all of the many events delivered as part of this rich programme, more than half were led by community leaders and other volunteers. Supporting and developing our volunteer community is therefore critical to our success; alongside activities to diversify Wikimedia's contributors. With the appointment of a new, part time Volunteer Development Coordinator in May 2022 we have been able to focus more on this area of our work, and create a new Volunteer Engagement and Outreach Plan to refine our ideas and approaches. Towards the end of the year we also established a new Board Committee focused on community development, to ensure trustee oversight and input into this crucial area.

2022/23 saw a return to in person events, combined with a continued commitment to hybrid working, and the benefits this can bring in terms of access and inclusion. Some of the highlights of our community activities during the year include:

- Our Celtic Knot conference, while sitting within our Knowledge Equity strand of work, has a strong focus on community engagement and support, with volunteers participating from a wide range of minority and minoritised language communities.
- Delivering an in-person Train the Trainer in December 2022, organised by our Volunteer Development Coordinator and led by our own staff rather than an external trainer.
- Establishing a new collaboration with Tochi Precious, a Nigerian Wikimedian who is helping us to design and deliver a series of outreach activities in 2023 to engage potential new editors from the Black African diaspora in the UK as well as Wikimedians in Nigeria.
- Starting to develop resources to support (new) contributors working in more contentious editing areas on Wikipedia, with the longer term aim of creating a training package for Wikimedians in Residence, staff and community leaders on how to support contributors working on contested or contentious knowledge.

We run an annual community leaders survey to find out how our lead volunteers have found the experience over the past year, and what we could improve. In general we're seeing a positive trend in feedback over the last few years, which we believe is at least partially in response to the additional work that's been put in to support community leaders, particularly through the new staff post and increased training opportunities. From the most recent survey, it's clear that the ongoing University strikes are having an impact on the engagement of community leaders from this sector, and that in general our volunteers are affected by the cost of living crisis. Whilst this is a relatively small sample, it's very gratifying that 100% of respondents said they would continue to volunteer with us, and 100% would recommend volunteering with Wikimedia UK.

In terms of demographics, 65% of those who answered the demographic portion of the survey identified as women. 71% identified as heterosexual (compared to 89% of the UK population in the latest census), and 74% were white (compared to 82% of the UK population). Whilst these results are encouraging, we know that there is more work to be done to further diversify our volunteer base.

Partnership Programmes

"I believe in co-creative power for rebuilding our public institutions" Community Leaders Survey, 2023

Partnership projects and programmes form the backbone of Wikimedia UK's charitable activities, and the past year has been no exception. Our projects and programmes take place across England, Wales and Scotland, working with small, volunteer-led heritage organisations through to world-leading cultural and educational institutions.

Within our current three year strategic framework the key themes shaping our programme are knowledge equity, information literacy and climate and environment. Some projects fit neatly into one of these themes whereas others respond to two or more of these thematic priorities. For example, our work at the University of Edinburgh has long had a dual focus on both information literacy and knowledge equity, while our Connected Heritage programme, which is making a real contribution to the development of digital skills within the sector, also has an explicit focus on underrepresented and marginalised stories.

Within this report we share a few highlights from our partnership activities, but readers are encouraged to see our online Strategic Report for more case studies, videos and other content from our programme.

Knowledge Equity

Notable activities within this strand included:

- Securing funding for a new research project, Tackling Cultural Bias on Wikipedia: The Case of Religions and Worldviews. An emergent finding is that English-language Wikipedia has more articles about the core concepts of Christianity than about the core concepts of Islam, Judaism, Hinduism and Buddhism combined.
- We launched a partnership with disability charity VocalEyes, which includes importing data into Wikimedia on the accessibility of heritage sites (with a particular focus on visual impairment).
- We continued to grow our understanding of decolonisation, with many of our content-driven partnerships, as well as our work with marginalised knowledge and communities, focused on this area.

Information Literacy

Our work within information literacy encompasses delivery - which remains focused on higher education, with some inroads into the secondary school sector - and policy, with our Chief Executive becoming a founding member of the Executive Board of the Media and Information Literacy Alliance (MILA) at the start of the year. We were pleased to note that our work in universities is starting to bounce back from the impact of Covid and strike action, with new courses engaging with Wikimedia (such as a SOAS course on the Politics of Resistance).

Climate & Environment

The key development in terms of climate and environment was securing external funding for, and subsequently launching, a Wikimedian in Residence for Climate post at the University of Exeter's Global Systems Institute. We are also working with longstanding Wikipedia editors on this project, who have been leading the movement's contribution to climate information and ensuring free access to high quality content in this critical area.

External Relations and Advocacy

External Relations at Wikimedia UK encompasses a range of activities including social media platforms, online creative content, the Wikimedia UK blog, fundraising and member communications, outreach to the press and print materials. This work relates to our strategic pillar for 2022 - 2025 of developing our capacity and profile as a leading organisation for open knowledge.

Online engagement

Our online engagement activities reached 50,000 people during the year. Excluding Twitter (which remained broadly flat at 16,000 followers) we grew audiences across the board, with highlights of 50% and 44% growth in followers from Instagram and LinkedIn respectively. Our monthly emails (3,900 audience a month) and quarterly Friends newsletters (3,500 audience a month) continue to be well received with open rates between 40 to 45% and content click-through rates up to 17%, ahead of non-profit average rates. These activities support relationship development with our audiences.

In March 2022 our planned Women's History Month campaign with Women in Red and CARE International UK was postponed due to the invasion of Ukraine by Russia. We reduced the scale of the activity, engaging supporters through three video interviews, with the collaborative campaign repurposed around the Women's Euro's competition in June 2022.

Key development across online engagement was our move to a fully digital Strategic Report for 2021/22, which is now integrated within our public facing website. Crucially this move allows us a broader engagement with our audience, showcasing the breadth of visual and video content gendered through our programmes and partnerships. To support consistent tracking across website activities we have implemented Google Analytics 4.

Media coverage

#ChangeTheStory collaborative campaign with Women in Red and CARE International UK was our longest running campaign during the year. Through celebrity engagement the inequity of women's coverage from sport to natural disasters was highlighted and people encouraged to engage in editing Wikimedia projects to close the gender gap.

Wikimedia UK featured in Jimmy Wales' contribution to mark the 20th Anniversary of the UNESCO Universal Declaration on Cultural Diversity.

Continuing strong coverage from The Scotsman our partnership with National Galleries of Scotland was featured, focusing on addressing the gender gap in visual arts coverage on Wikipedia.

Events and conferences

Throughout the year there were numerous events and conferences attended, and talks given by staff and Wikimedians in Residence. Highlights include WikiArabia 2022, National Eisteddfod of Wales, CILIP Scotland event and British Library talks. Our CEO engaged in numerous events and panel discussions, including a talk at Westminster Media Forum and through the Wikimedia Foundation 'Let's Connect' a discussion on representation in affiliate governance and leadership.

Over 301 activities and events were delivered by Wikimedia UK and our partners during the reporting period, with 51% of the events focused on under-represented content through our Knowledge Equity strategic theme. In July we held another edition of our Knowledge Equity language conference, Celtic Knot, which in 2022 was delivered with support from Wikimedia Deutschland. The event had attendees from across the globe and featured online activities and talks, alongside funding for satellite in-person activities.

During the summer we held a UK hybrid event, bringing the UK community together to celebrate Wikimania 2022 across two days in London and online. Despite a heatwave and national train strikes, we had 43 attendees in person and 103 engagements with the online activities.

Policy and Advocacy

Our advocacy work in relation to the Online Safety Bill, highlighted in last year's Annual Report, continued into the 2022/23 financial year. The Bill, which originated in a 2017 Green Paper and is now making its way through Parliament, will establish a new regulatory framework for online services. Our Chief Executive is leading Wikimedia UK's advocacy work on the Bill and urging the government, Parliament and Ofcom (the appointed regulator) to consider the implications for Wikipedia and other public benefit websites. As it stands however, the requirements of the Bill in terms of content moderation, age gating and user verification are incompatible with Wikipedia's model. This was added to the Risks Register as a major risk at the start of the new financial year, and lobbying for changes to the Bill to safeguard open knowledge and protect the Wikimedia movement is likely to be a significant piece of work in 2023/24.

International Working

As one of the Wikimedia movement's largest and most established chapters, Wikimedia UK plays an active role in the international Wikimedia community, including:

- Movement strategy and governance
- Participation in international campaigns and initiatives
- Contributing to peer learning and knowledge exchange
- Facilitating learning and networking opportunities at an international level

Some of the highlights of our international work over the past year include the delivery of another edition of Celtic Knot, our annual conference for indigenous, minority and minoritised languages. As in previous years we also participated in several global campaigns, such as Wiki Loves Monuments, Art+Feminism and Wiki Loves Earth.

We continue to contribute to the evolving movement strategy and governance, with our Director of Programmes and Evaluation joining the Movement Charter Drafting Committee during the year. The Director of Programmes, our Chief Executive and one of our trustees joined the Wikimedia Summit in Berlin in September 2022, focused exclusively on the implementation of the global 2030 strategy. Our Chief Executive was interviewed by Wikimedia Deutschland podcast WikiMove about Wikimedia UK's work on movement strategy priorities, and gave a presentation to European affiliates on our research and recommendations relating to topics for impact and content gaps.

Wikimedia UK continues to play a leadership role within the movement, advising and supporting many smaller affiliates on programmes activities, convening meetings between Affiliates and senior staff of the Wikimedia Foundation, and contributing to thought leadership within the movement. Staff from across the team have participated in international activities - such as the GLAM Coordinators conference in Prague in September 2022. In November 2022, our Chief Executive was invited to join Wikimedia Deutschland's Board Meeting, to give a presentation about how Wikimedia UK developed our three year strategy and particularly, how we went about incorporating the movement strategy into the UK strategic framework. As well as consultation on their evolving strategic direction, this has led to Wikimedia UK delivering some training activities for the WMDE staff team.

We were delighted to receive one of two inaugural Affiliate Spotlight awards as part of the annual Wikimedian of the Year Awards presented at Wikimania 2022 (alongside Art+Feminism, who won the Partnerships Award). Following this award our Chief Executive featured in a Wikimedia Foundation Let's Connect session in December 2022, and has been asked to mentor aspiring chapters on governance issues.

The EU Free Knowledge Advocacy Group is one of the most long standing cross-Chapter collaborations within the Wikimedia movement, and the UK has been part of the group since its inception (and remains so, despite the UK's departure from the EU). For some time there have been discussions about formally constituting Wikimedia Europe as its own independent organisation, and in 2022 this came to fruition, with Wikimedia UK as a founding member. The first General Assembly of Wikimedia Europe is taking place in Prague in June 2023, with our Chief Executive in attendance as Wikimedia UK's delegated representative.

4. FUTURE PLANS

In 2017, the global Wikimedia community created a [strategic direction](#) for the future of our [movement](#) and set an ambitious goal: by 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us. As an integral part of the international movement, Wikimedia UK has been actively participating in shaping and supporting the global Wikimedia 2030 vision.

Our own strategic framework for 2022-2025 speaks to the UK context, while being responsive to the global 2030 direction. Section 2 above sets out our vision, mission, values, themes and strategic pillars, with detailed plans developed against each of our themes and pillars on an annual basis.

At the time of writing this report, the information ecosystem within which we operate remains as challenging as ever, with a shrinking civic space and a pushback on knowledge equity. At the same time, the rise of generative AI poses pertinent questions about our relationship to knowledge itself. Indeed, Wikimedia is increasingly recognised as having insight to share regarding machine learning, with Wikimedia UK's presence being sought on relevant panels, roundtable discussions and consultations.

Over the next few years it will be critical for us to continue supporting the development of information literacy skills, while facilitating knowledge creation and sharing on climate and diverse heritage. As we encourage new and existing communities to engage with these more contested knowledge areas, we are also exploring how we can provide contributors with the appropriate support and resources.

Looking forward, another area of potential growth for us is Northern Ireland, where Wikimedia UK has historically not been active. Working in collaboration with the user group Wikimedia Community Ireland, we are starting to scope possible community and partnership development opportunities in the region, as an area of the UK that is underrepresented within our programmes.

5. FUNDRAISING

Wikimedia UK receives around half of our funding in the form of an unrestricted grant from the Wikimedia Foundation. A significant proportion of our cash income is raised through individual donations; either by direct debit, or through other payment mechanisms such as Paypal or credit card. Donations received through digital platforms represent a growing proportion of our income. We also record gifts in kind, the majority of which are related to our partners' expenditure on Wikimedians in Residence (but with a significant gift in kind from Mishcon de Reya in 2022, for pro bono legal work related to our office lease).

In 2022/23 our annual unrestricted grant from the Wikimedia Foundation was £355,000. For the first time, we have secured a multi-year grant from Wikimedia Foundation for the next two years, with the first year (£410,000 for 2023/24) already received at the time of writing this report, and a signed Grant Agreement for a further grant of £425,000 in 2024/25. As previously reported, we were awarded an additional restricted grant of £120,000 from the Wikimedia Foundation in 2020, to support the development of our own fundraising capacity over the following three years. This grant is currently covering the costs of our Fundraising Development Coordinator, and contributing to the costs of our Head of Development and Communications; both of which are permanent posts.

In addition to our grant from Wikimedia Foundation and Gifts in Kind as described above, Wikimedia UK generated funds from a range of other sources during 2022/23. We received individual donations of £221,614, against a target of £212,000, plus £16,000 in major donor income (which is a donation from an individual of £1,000 or over) against a target of £15,000. We also secured restricted grants for specific projects of £112,129 (including the second year of our Connected Heritage project, funded by the National Lottery Heritage Fund) and unrestricted funding of £32,000 towards our programme costs. We were a little under target in both Gift Aid and earned income.

We give thanks to everyone donating, each in their way enabling the output and supporting the wider impact of Wikimedia UK's work. Particular mention goes to the Wikimedia Foundation, National Lottery Heritage Fund, Swire 2765 Charitable Trust, Kidron Hall Charitable Trust, Culham St Gabriel Trust, The Modiano Charitable Trust, Croudace Properties and the Tansy Trust.

Wikimedia UK is registered with the Fundraising Regulator - the independent regulator of charitable fundraising in England, Wales and Northern Ireland - and is fully compliant with that scheme. No third parties (such as freelance fundraisers or commercial participators) undertake fundraising on Wikimedia UK's behalf. As in previous years, the charity received no complaints about our fundraising activities during the 2022/23 financial year.

6. FINANCES AND RISK

In March 2022, the board of trustees agreed to an annual budget for 2022/23 which projected a small deficit, of around £5k. This decision was reached in order to support a 5% cost of living uplift for staff in 2022, but with the hope that the year would end in a more favourable position than budgeted. In the event, total income for the year came to £977,000, compared to £860,000 the previous year, with an unrestricted surplus of £35,000 generated. Of the total income, unrestricted income of £865,000 was 10% higher than the previous year (2022: £786,000), as most income streams improved.

Expenditure on fundraising rose to £136,000 (2022: £115,000), in part funded by restricted income, and charitable spend on projects was £840,000 (2022: £716,000). Unrestricted income from charitable activities and charitable expenditure on projects included £217,000 (2022: £179,000) of gifts-in-kind.

Wikimedia UK ended the financial year 2022/23 with a surplus on unrestricted funds of nearly £35,000 (2022: £47,000), and as a result total unrestricted reserves increased to £372,000. The £20,000 Designated Fund remains, with plans to spend this during 2023/24. Total reserves – unrestricted, designated and restricted, rose to £440,000 (2022: £439,000).

Summarised SoFa	2022/23			2021/22		
	Unrestricted	Restricted	Total Funds	Unrestricted	Restricted	Total Funds
	£	£	£	£	£	£
Total Income	865,073	112,129	977,202	786,468	73,786	860,254
Fundraising	96,282	40,000	136,282	75,613	40,000	115,613
Project Spend	748,879	90,981	839,860	675,884	40,613	716,497
Funds Transfer	14,960	-14,960	-	12,466	-12,466	-
Net Surplus / Deficit	<u>34,872</u>	<u>-33,812</u>	<u>1,060</u>	<u>47,437</u>	<u>-19,293</u>	<u>28,144</u>

The approved budget for 2023/24 has projected expenditure of £1,073,000 and forecast income of £994,000. The difference between these figures represents estimated restricted funds brought forward, which we are anticipating spending down fully during the year.

Reserves

A level of general reserves is required to buffer the charity from financial risks. These could include a delay on the receipt of a grant; the loss of assets through fraud; or reduced income from donations. Reserves are also held in case a significant financial risk materialises, and the trustees take the difficult decision to close parts or all of the operations of the charity (which could involve quite significant costs relating to staff and other contractual obligations).

Our Reserves Policy is based on a risk-based methodology. It states that the annual calculation of a target range of unrestricted reserves is based on an analysis of the potential financial risks facing the organisation and the losses or costs that would occur if the risk that would cause the greatest draw on our reserves materialised. The reserves target is the higher figure of 1) the risks based methodology - plus an additional four weeks of operating costs (recognising the likelihood of a short time lag between a risk materialising and the charity being able to make and enact decisions in response, or 2) three to six months of operating costs.

At the start of 2023, given our reduced liabilities (particularly the short amount of time left on the office lease) and the relatively low financial risks perceived by the charity - with the exception of a possible bank failure (see below) - the trustees agreed that a more appropriate reserves target for 2023/24 would be based on four to six months of operating costs. This is a range of £250,000 to £380,000. Our free reserves (excluding fixed assets and designated funds) at £347,000 on 1st February 2023, are at the upper end of this range.

Risk Management

The risk register is maintained by the Chief Executive with an owner allocated to each risk. All risks are reviewed by the Senior Management Team on a quarterly basis, with an updated register then shared with the Audit and Risk Committee at their quarterly meetings, accompanied by analysis of any changed ratings, or new risks. Key risks are brought to the full board for consideration, whilst the full Risk Register is available for all trustees to review at any time.

At the start of the 2022/23 financial year, the biggest risk identified was the possibility of damage to our public profile as a result of an issue related to Wikipedia or the wider Wikimedia movement, which would have an impact both in terms of our financial stability and our reputation. Other risks that we were monitoring closely included the possibility of a reduction in our annual grant due to changing strategic priorities or decreased revenue at the Wikimedia Foundation; the reliability of the tools used by our programmes team and partners to deliver and monitor our activities; and the impact of the war in Ukraine and the cost of living crisis on individual donations.

Whilst none of these risks materialised, it's worth noting that the income generated by the fundraising banner on the English Wikipedia in December 2022 - which represents a high proportion of the Wikimedia Foundation's annual income - was significantly below previous years, following community intervention in the nature and tone of the messages used to solicit donations. Whilst this happened after Wikimedia UK's most recent Grant Agreement was signed, diminished movement finances are likely to impact us in the longer term.

A risk management exercise at the Wikimedia UK board away day in February 2023 resulted in a revised risk register for 2023/24, with the following three risks having the highest overall risk scores

(taking into account the likelihood of the risk materialising and the financial and reputational impact on Wikimedia UK):

- The requirements of the **Online Safety Bill** are incompatible with Wikipedia's community governance model and principles of accessibility and privacy
- **Decreasing visibility or relevance of the Wikimedia platforms** impacts on fundraising at a global and/or local level, and makes working with Wikimedia UK less appealing to existing and potential partners
- One of the **banks that we use fails** and we lose cash deposits over the £85k government guarantee

In response to the bank failure risk, which in Spring 2023 was perceived to be considerably higher than it had been in some years, the charity is in the process of moving some of our cash reserves to a new platform for active cash management, that should help to generate higher levels of interest whilst mitigating the risk of any one bank failing. This risk was substantially downgraded at the June 2023 Audit and Risk Committee meeting.

Previous Annual Reports have highlighted the following two risks:

- **Damage to our public profile** as a result of an issue related to Wikipedia, WMF or Wikimedia UK, which impacts on fundraising at a local and/or global level
- **Reduction in funding from the Wikimedia Foundation** due to changing strategic priorities, constrained resources or a new approach to allocating funds

Whilst these both still feature on our Risks Register, at the start of the 2023/24 the first of these was downgraded to amber - reflecting an assessment of the likelihood as “possible” and the impact as “serious”. The second of these risks was downgraded to yellow, and assessed as being “unlikely over the next year but of some possibility over a three year period”. This change reflects the fact that Wikimedia UK has secured our first multi-year funding agreement from Wikimedia Foundation, with funding agreed to January 2025.

7. STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees' report and financial statements in accordance with applicable law and United Kingdom Accounting Standards. Company law requires the trustees to prepare financial statements for each financial period that give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period.

In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable United Kingdom Accounting Standards have been followed subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on a going-concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the charity, enabling them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

So far as each of the directors at the time the report is approved are aware:

- There is no relevant audit information of which the auditors are unaware and;
- They have taken all the steps they ought to have taken to make themselves aware of any relevant information and to establish that the auditors are aware of that information.

Signed on behalf of the Board, as approved on 16 June 2023.

Monisha Shah

Monisha Shah
Chair of the Board

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK

Opinion

We have audited the financial statements of Wikimedia UK (the 'charitable company') for the year ended 31 January 2023 which comprise Statements of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 January 2023 and of the charity's incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the trustees' annual report. Our opinion on the charitable company financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 and the Charities Accounts (Scotland) Regulations 2006 require us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to

liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 145 of the Charities Act 2011 and 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtained an understanding of the charitable company and the sector in which they operate to identify laws and regulations that could reasonably be expected to have a direct effect on the financial statements. We obtained our understanding in this regard through discussions with management, industry research and experience of the sector.
- We determined the principal laws and regulations relevant to the charitable company in this regard to be those arising from the Companies Act 2006, Charities (Accounts and Reports) Regulations 2008, Regulation 10 of the Charities Accounts (Scotland) Regulations 2006 etc.) and employee legislation)
- We designed our audit procedures to ensure the audit team considered whether there were any indications of non-compliance by the charitable company with those laws and regulations. These procedures included, but were not limited to enquiries of management, and the review of minutes.
- We also identified the risks of material misstatement of the financial statements due to fraud. We considered, in addition to the non-rebuttable presumption of a risk of fraud arising from management override of controls, that valuation of donations in kind was also a risk. We reviewed the assumptions and judgements made by management when auditing that significant accounting estimate with no issues arising.
- As in all of our audits, we addressed the risk of fraud arising from management override of controls by performing audit procedures which included, but were not limited to: the testing of journals; reviewing accounting estimates for evidence of bias; and evaluating the business rationale of any significant transactions that are unusual or outside the normal course of business.

AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK FOR THE YEAR ENDED 31 JANUARY 2023

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at:

www.frc.org.uk/auditorsresponsibilities<http://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/description-of-the-auditor%E2%80%99s-responsibilities-for>[http://www.frc.org.uk/auditors/audit-assurance/standards-and-guidance/2010-ethical-standards-for-auditors-\(1\)](http://www.frc.org.uk/auditors/audit-assurance/standards-and-guidance/2010-ethical-standards-for-auditors-(1)) This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008 and Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone, other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Alastair Duke (Senior statutory auditor)
For and on behalf of PKF Littlejohn LLP
Statutory Auditor

2023-09-14

15 Westferry Circus
Canary Wharf
London E14 4HD

PKF Littlejohn LLP is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006

WIKIMEDIA UK
 STATEMENT OF FINANCIAL ACTIVITIES
 INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT
 FOR THE YEAR ENDED 31 JANUARY 2023

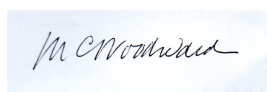
	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £	Total Funds 2022 £
INCOME FROM:					
Grants	3	387,000	112,129	499,129	418,786
Donations & legacies	4	256,708	-	256,708	251,149
Charitable activities	6	216,936	-	216,936	179,348
Investments	5	596	-	596	222
Other	7	3,833	-	3,833	10,749
Total Voluntary Income		865,073	112,129	977,202	860,254
EXPENDITURE					
Raising Funds	8,9	96,282	40,000	136,282	115,613
Charitable activities:	9				
Partnership Programmes		484,532	60,198	544,730	447,970
Volunteer Support		136,048	30,783	166,831	118,262
External relations & advocacy		96,385	-	96,385	99,181
International working		31,914	-	31,914	51,084
Total expenditure		845,161	130,981	976,142	832,110
Net income		19,912	(18,852)	1,060	28,144
Fund transfers		14,960	(14,960)	-	-
Net income		34,872	(33,812)	1,060	28,144
Reconciliation of funds:					
Fund balances at 31 January 2022		337,657	101,707	439,364	411,220
Fund balances at 31 January 2023		372,529	67,895	440,424	439,364

WIKIMEDIA UK
BALANCE SHEET
FOR THE YEAR ENDED 31 JANUARY 2023

	Notes	£	2023 £	£	2022 £
FIXED ASSETS					
Tangible Assets	17		5,848		4,298
CURRENT ASSETS					
Debtors	11	85,405		41,780	
Cash at bank and in hand		815,687		436,873	
		901,092		478,653	
Creditors: amounts falling due within one year	12	(466,516)		(43,587)	
NET CURRENT ASSETS			434,576		435,066
Creditors: amounts falling due after one year	12		-		-
NET ASSETS			<u>440,424</u>		<u>439,364</u>
FUNDS					
Unrestricted funds			352,529		317,657
Designated funds			20,000		20,000
Restricted funds			67,895		101,707
TOTAL CHARITY FUNDS			<u>440,424</u>		<u>439,364</u>

These financial statements have been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

Approved by the Board of Trustees on 16th June 2023 and signed on its behalf by



Marnie Woodward
Treasurer

Company Registration No. 06741827

The notes on pages 26 to 36 form an integral part of these accounts.

WIKIMEDIA UK
 STATEMENT OF CASH FLOWS
 FOR THE YEAR ENDED 31 JANUARY 2023

	Notes	Total Funds 2023 £	Total Funds 2022 £
Net cash provided by operating activities	18	380,880	(208,171)
<i>Cash flows from investing activities:</i>			
Interest	5	596	222
Purchase of fixed assets	17	<u>(2,662)</u>	<u>(2,167)</u>
Net cash used in investing activities		<u>(2,066)</u>	<u>(1,945)</u>
Change in cash and cash equivalents in the year		378,814	<u>(210,116)</u>
Cash and cash equivalents brought forward		<u>436,873</u>	<u>646,989</u>
Cash and cash equivalents carried forward		<u>815,687</u>	<u>436,873</u>

1 ACCOUNTING POLICIES

a) Accounting Framework

These financial statements are prepared on a going concern basis, under the historical cost convention. At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

The Charitable Company is a public benefit entity for the purposes of FRS 102 and therefore the charity prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP and the Companies Act 2006).

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

b) Income

Grant and donation income is included in the Statement of Financial Activities once there is entitlement, the economic benefit is considered probable and the amount can be reliably quantified.

c) Expenditure

Expenditure is charged inclusive of Value Added Tax.

d) Allocation of staff costs to projects and apportionment of governance and support costs

Staff costs attributable to project-work as direct costs and staff costs, other overheads apportionable as support costs and governance costs, have been allocated to the expenditure headings in the Statement of Financial Activities as follows:

Staff time spent on carrying out each project's activity, or on fundraising, has been determined from returns by staff for each month and evaluated at the individual's total salary cost to calculate the actual cost of direct staff time spent for each activity.

Governance and support costs have been apportioned pro rata to total direct costs per activity. An analysis of governance and support costs and the results of these attributions and apportionments are given in note 9.

e) Volunteers

The trustees gratefully acknowledge the significant contribution made by volunteers who gave freely of their time (totalling in excess of 26,132 hours in the financial year) and expertise.

f) Fixed Assets

Individual items or sets of related items costing over £500 are capitalised.

The rates and bases used during the year were as follows:

Computer equipment	33.33% straight line
Furniture	33.33% straight line
Leasehold improvements	33.33% straight line

g) Investments

The Charity's wholly owned subsidiary company, Cultural Outreach Limited, is the holder of intellectual property rights donated for the work of the Charity. As the company is dormant and its assets are immaterial to the group, consolidated accounts have not been prepared.

h) Grants Awarded

Grants awarded by the Charity are recognised in full as expenditure on charitable activities in the Statement of Financial Activities in the period in which a binding commitment arises.

i) Gifts In Kind

(i) Tangible gifts-in-kind

Tangible gifts-in-kind are recognised at their fair value.

(ii) Donated services or facilities

Donated services or facilities are recognised at their estimated value to the charity where the value is quantifiable and measurable. The valuation basis is the price the charity estimates it would pay in the open market for a service or facility of equivalent utility.

(iii) Wikimedians in Residence

Where either

- (a) a grant is made under an agreement in respect of a Wikimedian in Residence and the host organisation contributes towards the cost, or
- (b) a grant has been made for our benefit by another grant maker direct to that host institution

a gift-in-kind is recognised equal in value to the amount the charity would have been willing to pay to secure the residency.

j) Pensions

The charity provides a defined contributions pension scheme for its employees and contributions payable for the year are charged to the Statement of Financial Activities.

k) Financial instruments

Cash and cash equivalents include cash at banks and in hand and short term deposits with a maturity date of three months or less.

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. The company had no other (i.e. non-basic) financial instruments as at the year-end.

l) Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. There are no estimates or judgments that have a material effect on amounts recognised in the financial statements.

2 NET INCOME

Net income is stated after charging the following:

	2023	2022
	£	£
Auditor's fees	9,000	7,600
Tax return services	-	600
	<u>9,000</u>	<u>8,200</u>
Depreciation - see note 17	<u>1,112</u>	<u>2,996</u>

3 UNRESTRICTED GRANTS RECEIVABLE

	2023	2022
	£	£
Wikimedia Foundation	355,000	345,000
The Swire Charitable Trust	30,000	-
Congruence Engine	2,000	-
	<u>387,000</u>	<u>345,000</u>

RESTRICTED GRANTS RECEIVABLE

	2023	2022
	£	£
Wikimedia Foundation	30,977	5,236
National Lottery Heritage Fund	47,640	59,550
European Climate Fund	31,387	-
Culham St. Gabriel's Trust	2,125	-
National Lottery Community Fund	-	9,000
	<u>112,129</u>	<u>73,786</u>

4 DONATIONS AND LEGACIES

	2023	2022
	£	£
Major gifts	16,000	16,116
Other cash donations	221,614	213,186
Campaigns	-	1,286
Gift Aid	19,095	20,561
	<u>256,709</u>	<u>251,149</u>

5 INVESTMENT INCOME

	2023	2022
	£	£
Bank interest	596	222

6 INCOME FROM CHARITABLE ACTIVITIES

Gifts in kind income recognised in the year includes:

Donor	Nature of gift	2023 £	2022 £
National Library of Wales	Wikimedian in Residence host costs	53,644	53,298
Edinburgh University	Wikimedian in Residence host costs	48,694	46,793
Khalili Collections	Wikimedian in Residence host costs	12,000	12,000
Science Museum	Wikimedian in Residence host costs	14,000	28,000
British Library	Wikimedian in Residence host costs	21,390	19,607
National Institute for Health Research	Wikimedian in Residence host costs	32,366	5,394
University of the Arts London	Wikimedian in Residence host costs	4,542	3,785
Devil's Porridge	Wikimedian in Residence host costs	13,300	
Banner Repeater	Wikimedian in Residence host costs	-	5,000
Coventry University	Wikimedian in Residence host costs	-	5,471
		<u>199,936</u>	<u>179,348</u>
Mishcon de Reya	Legal Services	12,000	
Dauntless	Website contribution	5,000	-
		<u>216,936</u>	<u>179,348</u>

7 OTHER INCOME	2023 £	2022 £
Training and Consultancy	3,825	10,749
Miscellaneous	8	-
	<u>3,833</u>	<u>10,749</u>

8 RAISING FUNDS	2023 £	2022 £
Direct costs - external	11,785	13,740
Direct costs - staff	54,056	35,874
Management & Administration costs	30,441	25,999
Unrestricted costs	<u>96,282</u>	<u>75,613</u>
Staff costs met from restricted funds	40,000	40,000
Total costs	<u>136,282</u>	<u>115,613</u>

Fundraising external direct costs includes £10,147 paid as fees for the processing of donations received by direct debit (2022: £11,704).

9 ANALYSIS OF EXPENDITURE AND SUPPORT COSTS

	Partnership programmes	Volunteer support	Raising funds	External relations	International working	2023 Total
	£	£	£	£	£	£
Direct costs	215,266	5,802	11,785	14,757	148	247,758
Direct staff costs	116,077	87,233	54,056	51,155	21,676	330,197
Total direct costs	331,343	93,035	65,841	65,912	21,824	577,955
Governance and support costs						
Office costs	54,480	15,297	10,826	10,837	3,588	95,028
Governance	26,138	7,339	5,194	5,200	1,722	45,593
Finance and reporting	33,587	9,431	6,674	6,681	2,212	58,585
Other	21,956	6,165	4,363	4,368	1,446	38,298
Other staff costs	17,028	4,781	3,384	3,387	1,122	29,702
Total support costs	153,189	43,013	30,441	30,473	10,090	267,206
Total unrestricted	484,532	136,048	96,282	96,385	31,914	845,161
Use of restricted funds	60,198	30,783	40,000	-	-	130,981
Total costs	544,730	166,831	136,282	96,385	31,914	976,142

2022 ANALYSIS FOR COMPARATIVE

	Partnership programmes	Volunteer support	Raising funds	External relations	International working	2022 Total
	£	£	£	£	£	£
Direct costs	184,480	3,382	13,740	8,294	4,162	214,058
Direct staff costs	111,532	72,643	35,874	55,866	29,357	305,272
Total direct costs	296,012	76,025	49,614	64,160	33,519	519,330
Governance and support costs						
Office costs	50,666	17,530	11,440	14,794	7,729	102,159
Governance	18,442	6,381	4,164	5,385	2,813	37,185
Finance and reporting	17,219	5,957	3,888	5,028	2,627	34,719
Other	19,173	6,633	4,329	5,598	2,925	38,658
Other staff costs	9,644	3,337	2,178	2,816	1,471	19,446
Total support costs	115,144	39,838	25,999	33,621	17,565	232,167
Total unrestricted	411,156	115,863	75,613	97,781	51,084	751,497
Use of restricted funds	36,814	2,399	40,000	1,400	-	80,613
Total costs	447,970	118,262	115,613	99,181	51,084	832,110

10 ANALYSIS OF PROGRAMMES DIRECT COSTS

The following gifts in kind expenditure, grants made and other costs were incurred by the charity in respect of Wikimedians in residence and other partnerships in the year.

	Gifts in kind expenditure	2022
	£	£
National Library of Wales	53,644	53,298
Edinburgh University	48,694	46,793
Khalili Collections	12,000	12,000
Science Museum	14,000	28,000
British Library	21,390	19,607
National Institute for Health Research	32,366	5,394
University of the Arts London	4,542	3,785
Devil's Porridge	13,300	-
Banner Repeater	-	5,000
Coventry University	-	5,471
	<u>199,936</u>	<u>179,348</u>
Other direct costs	15,330	5,132
	<u>215,266</u>	<u>184,480</u>

11 DEBTORS

	2023	2022
	£	£
Prepayments	11,657	10,448
Other debtors	69,465	23,504
Gift aid receivable	4,283	7,828
	<u>85,405</u>	<u>41,780</u>

12 CREDITORS

	2023	2022
	£	£
Trade creditors	17,351	10,237
Accruals	13,665	13,882
Taxation and social security	15,119	12,144
Rent free period - short term	2,048	2,048
Pension contributions	3,963	3,109
Company Cards	4,371	2,167
Deferred Income	410,000	-
Amounts falling due within one year	<u>466,516</u>	<u>43,587</u>

13 RELATED PARTY TRANSACTIONS

There were no related party transactions.

14 OPERATING LEASES

At 31 January 2023, Wikimedia UK had total minimum lease payments under operating leases as set out below:

Equipment	2023	2022
	£	£
Amount due within 1 year	-	352
Land and Buildings		
Amount due within 1 year	30,480	30,480

The lease of the office at 5-11 Lavington Street expires on 22nd August 2023.

15 ANALYSIS OF STAFF COSTS AND STAFF NUMBERS

The average number of employees in Wikimedia UK in the year to 31 January 2023 was as follows:

	2023	2022
	No.	No.
Full-time	9	8
Part-time	6	5
	<u>15</u>	<u>13</u>

Total employee costs were as follows:

	£	£
Salaries	488,512	425,951
National insurance	46,946	38,539
Pension contributions - see note 1(j)	28,491	25,490
	<u>563,949</u>	<u>489,980</u>

The number of employees with total employee benefits of more than £60,000 was:

	No.	No.
£70,000 - £79,999	-	1
£80,000 - £89,999	1	-

16 THE COST OF KEY MANAGEMENT PERSONNEL AND TRUSTEE REMUNERATION AND EXPENSES

The key management personnel of the charity comprise the Trustees, the Chief Executive, the Director and Head of Finance and Operations, the Director of Programmes and Evaluation and the Head of Development & Communications. The total cost of employee benefits of the key management personnel was £266,342 (2022: £242,702).

No trustee received any remuneration or other benefit from employment by Wikimedia UK during the year nor any payment for professional or other services supplied to the charity (2022: none). Expenses amounting to £465 (2022 - £106) were paid to or on behalf of 2 (2022 - 4) trustees during the year in respect of travel, accommodation, subsistence and conferences (2022 - travel, accommodation, subsistence and conferences).

17 TANGIBLE FIXED ASSETS

	Computer Equipment	Furniture	Leasehold Improvements	Total
Cost				
	£	£	£	£
At 1 Feb 2022	24,290	4,409	4,762	33,461
Additions	2,662	-	-	2,662
Disposals	-	-	-	-
At 31 January 2023	<u>26,952</u>	<u>4,409</u>	<u>4,762</u>	<u>36,123</u>
Depreciation				
At 1 Feb 2022	20,484	3,917	4,762	29,163
Charge for year	941	171	-	1,112
Disposals	-	-	-	-
At 31 January 2023	<u>21,425</u>	<u>4,088</u>	<u>4,762</u>	<u>30,275</u>
Net Book Value				
At 31 January 2023	<u>5,527</u>	<u>321</u>	<u>-</u>	<u>5,848</u>
At 1 Feb 2022	<u>3,806</u>	<u>492</u>	<u>-</u>	<u>4,298</u>

18 Reconciliation of net movement in funds to net cash flow from operating activities

	2023	2022
	£	£
Net movement in funds	1,060	28,145
Add back depreciation	1,112	2,996
Deduct interest income	(596)	(222)
Decrease (increase) in debtors	(43,624)	(4,981)
Increase (decrease) in creditors	<u>422,929</u>	<u>(234,108)</u>
Net cash used in operating activities	<u>380,880</u>	<u>(208,170)</u>

19 Summary of fund movements

Fund name	Fund balances b/fwd	Income	Expenditure	transfers	Fund balances c/fwd
	£	£	£	£	£
General Fund	317,657	865,073	845,161	14,960	352,529
Designated Fund	20,000	-	-	-	20,000
Total unrestricted funds	337,657	865,073	845,161	14,960	372,529
Restricted Funds	-	-	-	-	-
Wikimedia Foundation	80,000	-	40,000	-	40,000
Wikimedia Foundation	2,437	3,824	3,710	-	2,551
Wikimedia Foundation	-	27,153	27,073	-	80
National Lottery Heritage Fund	19,270	47,640	41,697	(14,960)	10,253
European Climate Fund	-	31,387	16,426	-	14,961
Culham St. Gabriel's Trust	-	2,125	2,075	-	50
Total restricted funds	101,707	112,129	130,981	(14,960)	67,895
Total Funds	439,364	977,202	976,142	-	440,424

The transfer from restricted funds to unrestricted funds represents the full cost recovery element of the grant received from the National Lottery Heritage Fund.

The restrictions on the grants and donation listed above are:

Grantor/Donor	Restricted purpose
Wikimedia Foundation	Fundraising capacity building
Wikimedia Foundation	Wikimania
Wikimedia Foundation	Celtic Knot
National Lottery Heritage Fund	Digital Skills training
European Climate Foundation	Wikimedian in Residence
Culham St. Gabriel's Trust	Researching Cultural Bias on Wikipedia

Signature Certificate

Reference number: 7QAKJ-GD3OT-G4BVH-PTSNZ

Signer

Timestamp

Signature

Monisha Shah

Email: monisha.shah@live.co.uk

Sent: 13 Sep 2023 15:38:10 UTC
Viewed: 13 Sep 2023 17:03:46 UTC
Signed: 13 Sep 2023 17:06:57 UTC



Recipient Verification:

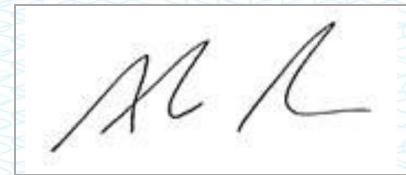
✓ Email verified 13 Sep 2023 17:03:46 UTC

IP address: 148.252.141.87

Alastair Duke

Email: aduke@pkf-l.com

Sent: 13 Sep 2023 15:38:10 UTC
Viewed: 13 Sep 2023 15:40:05 UTC
Signed: 14 Sep 2023 17:51:16 UTC



Recipient Verification:

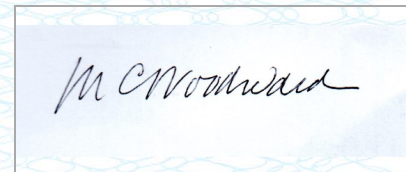
✓ Email verified 13 Sep 2023 15:40:05 UTC

IP address: 178.251.171.178
Location: Bath, United Kingdom

Marnie Woodward

Email: marnie.woodward@wikimedia.org.uk

Sent: 13 Sep 2023 15:38:10 UTC
Viewed: 14 Sep 2023 06:54:20 UTC
Signed: 19 Sep 2023 10:38:20 UTC



Recipient Verification:

✓ Email verified 14 Sep 2023 06:54:20 UTC

IP address: 109.157.165.170
Location: Edenbridge, United Kingdom

Document completed by all parties on:

19 Sep 2023 10:38:20 UTC

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WIKIMEDIA UK

England & Wales - Charity number 1144513

Accounts



WIKIMEDIA UK

(A COMPANY LIMITED BY GUARANTEE)

**ANNUAL REPORT
AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2022**

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Full name Wikimedia UK

Registered Company Number 06741827

Registered Charity Number: England and Wales 1144513, **Scotland** SC048644

Directors and Charity Trustees

Monisha Shah – Chair (co-opted July 2021)

Lorna Campbell – Vice Chair

Jane Carlin – (Chair of A)

Martha Woodward – Treasurer (A)

Sangeet Bhullar – (G)

Andrea Chandler

Rod Ward – (G)

Kelly Foster

Caroline Ball (elected 2021)

Julian Akodoye (elected 2021)
Manieson

Mark Cruikshank (co-opted April 2022)

G: Governance Committee; A: Audit and Risk Committee

Former Directors and Charity Trustees

Nick Poole – Chair (term ended July 2021)

Doug Taylor (term ended July 2021)

Chief Executive

Lucy Crompton-Reid

Principal Address

5-11 Lavington Street

London, SE1 0NZ

Bankers

Unity Trust Bank plc

Four Brindley Place, Birmingham

B1 2HB

The Co-operative Bank plc

1 Balloon Street, Manchester

M60 4EP

Auditors

PKF Littlejohn LLP

15 Westferry Circus

London

E14 4HD

Legal Advisers

Stone King LLP

13 Queen Square, Bath

BA1 2HJ

Burges Salmon LLP

One Glass Wharf

Bristol BS2 0ZX

MESSAGE FROM THE CHAIR OF THE BOARD, MONISHA SHAH

I am delighted to be writing my first 'Message from the Chair of the Board' for Wikimedia UK's Annual Report for the financial year ending 31st January 2022. I joined the board in July 2021 as Chair Elect and took on the Chair role from 1st October. The past year has been a rich one for me as I've got to know the staff, trustees and wider community of Wikimedia UK, and learnt more about the open knowledge movement.

Huge thanks are due to all colleagues and Trustees who have welcomed and supported me in my new role. I am grateful to Lorna Campbell, Acting Chair from July to October 2021, for her generous insights into the organisation and the workings of the Board. Lorna returned to her role as Vice Chair following my formal appointment to the Chair role, where she has continued to play a valuable role in the governance of the charity.

I would particularly like to thank Nick Poole, who retired from his trustee role after six years in July 2021, and who I know to have been a strategic, empathetic and highly knowledgeable Chair of the Board from March 2020 until his retirement. Thanks must also be extended to Doug Taylor, who also retired in July 2021 after serving for six years - in his second time on the board.

Finally, I would like to express my gratitude to Jan-Bart de Vreede, Chair of Wikimedia Netherlands, who has been a source of support and friendship in connecting with Wikimedia chapters in other parts of the world.

I know that 2021 continued to present particular challenges for the staff team, as they responded to the changing realities of the COVID-19 pandemic. I would like to thank the whole team for their continued work and commitment over the past year. The same is true of our organisational partners, of course. The past couple of years have been some of the most challenging ever experienced by the cultural and education sectors, and the resilience shown by our partner institutions, and their ongoing commitment to open knowledge and digital literacy inspires faith in our purpose and a greater commitment to our mission.

As a newcomer to Wikimedia UK one of the things I have found most impressive is the enormous contribution made to our mission and vision by volunteers. Whilst in-person meetings and events have naturally been limited over the past months, I look forward to meeting volunteers, members and other stakeholders over the next few years, and finding out more about how Wikimedia UK can best work with you to help achieve open knowledge for all.

MESSAGE FROM THE CHIEF EXECUTIVE, LUCY CROMPTON-REID

This is the seventh time I've had the privilege of introducing Wikimedia UK's Annual Report, which describes our activities during the year and sets out our financial statements for 2021/22. I can reflect on the past year with a great deal of pride at what has been achieved through our work, despite a very challenging external context. I hope that you will enjoy reading this report.

I'm delighted to note that the staff team has grown during the year. Following the appointment of Natasha Iles as Head of Development and Communications in October 2020, and the recruitment of a Fundraising Development Coordinator in January 2021, in the summer of 2021 we appointed two people in a job share to support the delivery of our new Connected Heritage project, funded by the National Lottery Heritage Fund. 2021 also saw the launch of several new Wikimedians in Residence programmes, notably at the British Library and the National Institute of Health Research. These residents form part of our extended staff community, alongside long standing Wikimedians at institutions such as National Library of Wales and the University of Edinburgh.

Despite the myriad challenges presented by COVID-19, our Wikimedians in Residence programme continues to go from strength to strength, with 12 residencies supported by Wikimedia UK during 2021/22 in total. Many of these projects, in keeping with our strategic aims and objectives, involve the residents working with host institutions to actively explore how best to increase the engagement and representation of minoritised people and subjects. We were particularly pleased to be able to collaborate with the University of the Arts, London on the expansion of their Decolonising Wikipedia Network, working with a member of UAL staff who was seconded to Wikimedia UK for one day a week during the 2021/22 academic year. Indeed, this collaboration won the Wikimedia UK Partnership of the Year Award in 2021, with an Honourable Mention for the Scotland, Slavery and Black History project at the University of Edinburgh.

One of the incredible things about Wikipedia and the other Wikimedia projects is the potential reach of content released onto the platform. Over the last three years - since we introduced this metric - articles created or improved through our programmes accumulated 250 million views, with images released by our partners receiving 15 billion views in total. We also reach a global audience, with articles improved in 90 different language Wikipedias over the past year alone.

None of the achievements outlined in this report would be possible without the community leaders and other volunteers that play such an important role in our work. Thank you so much for your tireless commitment to open knowledge. In particular, special thanks to Marco Cafolla - winner of the 2021 UK Wikimedian of the Year - and Ian Watt, who received an Honourable Mention in this category; plus Abd Alsattar Ardati and Lucy Moore who jointly won the 2021 award for Up and Coming Wikimedian. I would also like to thank our organisational partners, for whom the past two years have been immensely challenging. Your ingenuity, courage and commitment have been extraordinary. And finally, thank you to the Wikimedia UK staff team, who are always a joy to work with and who continue to carry the flame for open knowledge into new communities, areas and institutions.

1. STRUCTURE, GOVERNANCE AND MANAGEMENT

Wikimedia UK is a charitable company limited by guarantee. It was incorporated on 5th November 2008 as company number 06741827; registered as a charity in England and Wales on 3rd November 2011; and registered as a charity in Scotland on 22 August 2018. Under its Articles of Association the company is governed by a Board of up to seven elected directors and up to four co-opted directors who are the charity trustees for charity law purposes. Terms for elected members are three years, with the possibility of re-election subject to a maximum continuous period of up to six years. Terms for co-opted England and Wales trustees are two years, with the possibility of re-appointment subject to a maximum continuous period of up to six years.

Wikimedia UK encourages all who support its charitable aims and objectives, and who are willing to abide by its membership rules, to join as voting company members. Admission to company membership is by online application to the Charity, with authority for agreeing new members delegated by the board to the Chief Executive. All members of the charity are entitled to stand for the board of trustees, and elections are held at our Annual General Meeting according to the election rules inscribed in our constitution. Co-opted board members can join at any time during the year and are appointed to meet specific skills gaps. Occasionally the charity will advertise for a new co-opted trustee, or they might be identified through our existing networks and members.

The Board is committed to best practice in charitable governance. All trustees are inducted to the charity through a programme of one-to-one meetings and formal external training where necessary. Trustees are also sent a trustee induction pack that combines external advice and key internal documents. Training and development opportunities are available to serving trustees throughout their time on the board, such as attendance of conferences and events for trustees in the voluntary sector, training in specific areas such as finance or copyright law, and participation in events and conferences organised by Wikimedia UK. There are two formal board committees - the Audit and Risk Committee and the Governance Committee - which meet quarterly prior to full board meetings; both of which include specialist external members with full voting rights. There are also less formally constituted Advisory Boards for Development, Partnerships and Technology, which many trustees also sit on (as well as external members).

The charity is managed on a day-to-day basis by the Chief Executive, with a Scheme of Delegation to facilitate fully accountable, effective and efficient management of the charity. Other key management personnel include the Director of Programmes and Evaluation, the Director of Finance and Operations and Head of Development and Communications. Salaries for all staff are reviewed annually as part of our budget planning cycle.

The company has a Chapter Agreement with the Wikimedia Foundation, the public non-profit organisation that operates Wikipedia and its sister websites and owns the Wikimedia trademarks. Each party agrees to support the work of the other and agrees not to engage in activities that might negatively impact the work or reputation of the other.

2. OBJECTS AND AIMS

The trustees confirm that they have complied with the duty in Section 17(5) of the Charities Act 2011 to have due regard to the general guidance issued by the Charity Commission on public benefit, including the guidance 'Public Benefit: Running a Charity (PB2)'. The Objects of the Charity are, for the benefit of the public, to promote and support the widest possible public access to, use of and contribution to Open Content of an encyclopaedic or educational nature or of similar utility to the general public, in particular the Open Content supported and provided by Wikimedia Foundation, Inc., based in San Francisco, California, USA.

Wikimedia UK believes that open access to knowledge is a fundamental right, and a driver for social and economic development. Wikimedia UK's strategy is informed by and supports the strategic direction of the global Wikimedia movement. Our work focuses on the knowledge and communities that have been left out by structures of power and privilege; breaking down the barriers that prevent people and organisations from accessing and contributing to free knowledge, and supporting the development of technical solutions to help eradicate inequality and bias on the Wikimedia projects. This commitment to knowledge equity is reflected in our strategy, culture and programme delivery.

During 2021 - 22, Wikimedia UK was working towards the following long-term **outcomes**:

- Our work has significantly increased free, online access to knowledge and information
- Wikimedia reflects our diverse society and is free from systemic bias
- Learners in the UK are able to understand and effectively engage with open knowledge
- High levels of information literacy have strengthened civil society and democratic processes
- Wikimedia UK is recognised as a leading organisation for open knowledge

Our **strategic aims for 2019 - 2022** were to:

- Increase engagement with and representation of marginalised people and subjects
- Work with partners to develop digital, data and information literacy through Wikimedia
- Create changes in policy and practice that enable open knowledge to flourish
- Develop our capacity and profile as a leading organisation for open knowledge

During the latter half of 2021 - with input from staff, trustees and our wider community - we developed Wikimedia UK's next three year strategy, covering the period February 2022 to January 2025. The new aims and objectives for this period represent an iteration of the past two strategic plans. They are accompanied by a new set of organisational values which will inform all of our work, and sit within a new organisational Theory of Change. Highlights of our strategic framework for 2022 - 2025 are included in this report under the Future Plans section.

3. ACTIVITIES, ACHIEVEMENTS AND PERFORMANCE

2021/22 was a year characterised by effective and innovative delivery, set within the context of the continued challenges represented by the ongoing COVID-19 pandemic. The emergence of a new, highly infectious strain of COVID (Omicron) disrupted our initial plans of returning to some in-person work in Autumn 2021. Despite this, we drew on our strong and mature organisational structure and flexible delivery plans to continue achieving well against our strategic priorities and targets. Some of the highlights of our work in 2021/22 included:

- The content shared on Wikipedia and the other Wikimedia projects through our activities reached a huge global audience. In addition to working on English Wikipedia, articles were created in a further 21 languages, while articles were improved on 90 different language Wikipedias in total.
- After a successful fundraising bid to the National Heritage Lottery Fund's Digital Skills for Heritage initiative, in 2021 we launched our 18-month long 'Connected Heritage' programme, working with over 100 small heritage organisations in England and Wales to expand their digital skills and enable the sharing and preservation of heritage on Wikimedia. This project involves several new staff and is shown in these accounts as a restricted fund.
- We also secured funding from the National Lottery Community Fund for a 'Supporting Young People Through Digital Literacy' project in partnership with MenterMon in Wales. This is enabling us to support the delivery of Wikimedia activities in the Welsh language in a cohort of schools in North Wales, with plans to explore delivery in other areas of the country.
- We successfully launched, formalised or extended a number of Wikimedian in Residence partnerships, illustrating the strong track record of this programme and its growing profile and recognition within the UK. In total, we supported 12 Wikimedians in Residence programmes during 2021/22, including the launch of a new residency at the National Institute for Health Research.
- We continued to encourage and support our major partners to make underrepresented knowledge a priority. This is particularly visible within the Wikimedians in Residence projects that launched during 2021, such as at the British Library.
- We worked with the University of Arts London on expanding their Decolonising Wikipedia project, with this work led by a member of UAL staff who was seconded to Wikimedia UK for one day a week during the 2021/22 academic year.
- Despite the ongoing pandemic-related challenges experienced by the education sector, in 2021/22 we worked with 11 university courses. Encouragingly, in Autumn we were able to launch four Wikimedia in the Classroom courses, including one partnership with a Further Education institution (Edinburgh College).
- We participated in the Wiki Loves Earth competition for the first time, which created an exciting focus for content work in Wales over the summer of 2021.
- We delivered an exciting programme of volunteer support activities in 2021, with volunteer training, grants, support for on-wiki communities (including Welsh and Scots), and volunteer programmes at partner organisations.
- We reached all of our core grant metric targets, with the exception of 'Total audience and reach', which was severely disrupted by changes in social media analytics.

OVERVIEW OF METRICS

Wikimedia UK collects a wide range of data about our programmes. For the period 2019 - 2022 this included five main 'global metrics', as agreed with our major funder, the Wikimedia Foundation. In 2021/22 the results of these were as follows:

- **843,440 articles** were added or improved, significantly exceeding our target of 450,000, as well as our result last year (761,672) and the year before (397,202). A significant number of these articles (around 270k) were improved via a bot, the development of which was funded by a project grant from Wikimedia UK to a member of our volunteer community.
- There were **1,218** newly registered editors, compared to 797 in 2020/21. This demonstrates how our work in higher education is beginning to bounce back, as well as the value of initiatives such as Wiki Loves Earth.
- In total, there were slightly fewer participants than in the past two years - however at **7,040** we just exceeded our target of 7,000.
- **28,667 volunteer hours** were recorded. This figure exceeded our target of 25,000, but was slightly lower compared to our record of **31,696** last year. Around half of these hours were spent attending Wikimedia UK's events and training, while a significant number (11,929) represent student participation in Wikipedia in the Classroom courses.
- Our total recorded audience was down this year, at **56,445** (compared to 104,266 in 2020/21). However this apparent drop was due to an issue accessing accurate numbers for social media engagement, when several platforms changed their analytics tools.

Some of the highlights of Wikimedia UK's other metrics from the year include:

Volunteers

Based on the results of our annual community leaders survey, we have maintained a high level of volunteer satisfaction, with 95% feeling valued by Wikimedia UK (compared to 100% last year). 91% would recommend Wikimedia UK (compared to 95% last year) and 81% have developed new skills as a result of their engagement with us over the past year (compared to 87% in 2020/21).

Diversity

In 2021/22, slightly fewer than half (42%) of leading volunteers were women. Whilst this is less than the previous year (52%) this is still a positive result in the Wikimedia context. Nearly half of our events (46%) focused on underrepresented knowledge and we worked across a very broad range of languages.

Reach and Impact

Over 843,000 content pages (excluding Wikimedia Commons) were created or improved through our programmes in 2021/22. This figure includes the creation of over 287,000 articles. We started measuring the reach of the content generated through our programme in 2019. By the end of January 2022, articles created or improved through our work had accumulated 250 million views, with images released through our partnerships receiving 15 billion views in total. We recorded 17 policy touchpoints during the year (compared to 28 in 2020/21) and 10 policy changes (compared to 8 in the previous year).

CHARITABLE ACTIVITIES

Wikimedia UK delivers a wide and varied programme in order to deliver on our strategic aims and objectives, and to achieve the metric results outlined above. Within this report, we include an overview of the work delivered under our four main budget lines for charitable activities: international working, external relations and advocacy, partnership programmes and volunteer support.

International Working

As one of the Wikimedia movement's largest and most established chapters, Wikimedia UK plays an active role in the international Wikimedia community. During 2021/22 this work fell into the following key areas:

Participation in international campaigns and initiatives

Wikimedia UK continues to play a leading role in the delivery of the minority languages conference, Celtic Knot. In 2021 this took place in partnership with Wikimedia Norway, as the Arctic Knot Conference. As in previous years we participated in several global campaigns including - for the first time - running Wiki Loves Earth in Wales.

Movement strategy

Work on the implementation of the movement-wide strategy has been significantly impacted by the pandemic and the lack of in person events, as well as changes in senior leadership and organisational structure at the Wikimedia Foundation. Despite this, Wikimedia UK was able to secure some funding from the Wikimedia Foundation in September 2021 - to which we also contributed some of our own funds - to deliver a discrete project in relation to high impact topics and knowledge gaps (known as initiative Cluster H). We aim to build on this work during 2022.

Rebranding

During the first half of the year, our Chief Executive was one of two Affiliate representatives to join the Wikimedia Foundation ad-hoc Brand Committee as an advisor. As a result of this work, a new way forward for branding was approved by the Foundation Board of Trustees in September 2021.

Peer learning and support

Wikimedia UK continues to play a leadership role within the movement, advising and supporting many smaller affiliates on programmes activities, convening meetings between Affiliates and senior staff of the Wikimedia Foundation, and contributing to thought leadership within the movement.

External Relations and Advocacy

External Relations at Wikimedia UK encompasses a range of activities including social media engagement, online creative content, the Wikimedia UK blog, fundraising and member communications, outreach to the press and print materials. This work relates to our strategic goal for 2019 - 2022 of developing our capacity and profile as a leading organisation for open knowledge. It also relates to our goal to create changes in policy and practice that enable open knowledge to flourish - overlapping with some of the objectives of our partnerships programmes in this area.

Online engagement

During the 2021/22 financial year we experienced audience tracking issues across our social media platforms, anecdotally we believe our audience was at least maintained at 2020/21 levels. With additional resources we trialled new engagement techniques including weekly YouTube interviews during Women's History Month and Instagram stories for Small Charities Week in June. During September our website was relaunched, providing us with a clearer and more engaging platform for current and potential supporters and partners.

Media coverage

There has been positive coverage over the year in relation to our established and new Wikimedians in Residencies, from articles in The Scotsman to inclusion in OpenUK Ambassadors and a BBC Radio Cymru interview promoting Wiki Loves Earth in Wales 2021. To coincide with the UN's World Day for Cultural Diversity in May 2021, we featured on Thomson Reuters Foundation News with an Op Ed piece. The campaign highlighted our research on cultural bias and simultaneously featured on Wikimedia Foundation's Diff, all our social channels and mailing groups.

Events and conferences

Whilst Covid led to cancelled events and conferences in 2020/21, much of 2021/22 was planned as online activity. In the latter part of the year we worked with the International Institute for Conservation of Historic and Artistic Works to organise a 24-hour editathon during COP26 and took part in the Dcarbon8 annual conference in September. Our Chief Executive, Lucy Crompton-Reid, continues to be a key spokesperson for the charity. During 2021/22 she was a panel member for a Westminster Media Forum policy seminar on copyright; joined a panel discussing the online regulatory framework at the Good Web Festival organised by Demos; spoke about information literacy at the Polymath Festival; Chaired an Aspen UK seminar on the Future of Libraries; and was the only representative of the open sector on a Cultural Heritage webinar organised by CEPEC (Coordination of European Picture Agencies Stock, Press and Heritage). Our Director of Programmes and Evaluation, Daria Cybulska, gave a talk at 'Museums and Tech 2021: Data Tales conference' on the power of Wikidata.

Policy and Advocacy

Shifting institutional policies towards open access continues to be a key objective of many of our Wikimedians in Residence, with some key achievements in this area highlighted in the Partnership Programmes section of this report. We continued to make progress in terms of both sector level advocacy and public policy. Our Director of Programmes participated in an Arts and Humanities Research Council funded book writing sprint which resulted in the publication of The Collective Wisdom Handbook: Perspectives on crowdsourcing in cultural heritage. This features several of Wikimedia UK's projects, and will be followed up by a White Paper with recommendations for funders. Meanwhile our Chief Executive joined the Creative Commons Copyright Platform Working Group on the Ethics of Open Sharing, resulting in a [policy position paper](#) launched in November 2021. Our CEO was also part of the creation and launch of the Media and Information Literacy Alliance (MILA) in the latter half of the year, joining the inaugural executive board in early 2022.

We continued to respond to relevant public policy consultations. In 2021, this included a post-implementation review of the repeal of section 52 of the Copyright, Designs and Patents Act 1988, conducted by the UK Intellectual Property Office (UKIPO). Our response was broadly that the repeal of section 52 had led to an expansion in copyright to the detriment of the public domain, and had a negative effect on the legitimate activities of cultural heritage organisations. We also participated in a roundtable consultation on Artificial Intelligence and Intellectual Property, also run by UKIPO.

A more substantial piece of work in terms of public policy was our response to the UK government's call to evidence on the Draft Online Safety Bill. This has potentially significant implications for Wikipedia, as well as the free knowledge ecosystem more broadly, and as a Chapter we liaised with others within the Wikimedia movement as well as open sector allies including Creative Commons and Open Rights Group to formulate and refine our response. In summary, we argued that the appointment of a regulator with the powers to monitor and remove online content that would be legally protected as free speech is a backward step which would not achieve the stated aim of protecting vulnerable populations, and could have serious unintended consequences for educational platforms including Wikipedia. We also cautioned that the Bill grants too much power to large technology companies to surveil users.

Partnership Programmes

Working in partnership with institutions from the cultural and education sectors forms the heart of our programme at Wikimedia UK. Over the past six years, there has been a strong focus on underrepresented knowledge, with this work coalescing around the key themes of underrepresented cultural heritage, minority languages, the gender gap and diverse contributors. Another key programme strand is digital and information literacy. Some brief highlights of our work in these areas is included here, although for more insight into this area of our work we would suggest reading our Strategic Report, or our Impact Report to the Wikimedia Foundation.

Underrepresented heritage

This area of our work continues to grow in terms of both scale and impact. Our focus on underrepresented heritage is particularly visible within the Wikimedians in Residence projects launched during 2020 and 2021. This includes the British Library, where the residency was set up with a decolonisation angle expressed in the partnership agreement; Khalili Collections, where there has been a particular focus on working with and sharing the Islamic Art Collection; and the Decolonising Wikipedia Network at the University of the Arts London. This latter project is being led by artist and educator Lucy Panesar, seconded to Wikimedia UK for one day per week for the 2021/22 academic year in a knowledge exchange programme to support the Network.

Minority and indigenous languages

During 2021 some key activities in this area included the participation of Wales in the Wiki Loves earth competition; a Palestine-Wales-Cornwall editathon; editing events for the Scots Wiki community; and the National Library of Wales mapping project, supported by the Welsh Government, which included adding audio pronunciation files recorded by school children to Wikidata items for Welsh places.

Diverse contributors

Throughout 2021/22 we organised activities which supported and engaged with diverse communities. Highlights of this work included LGBT+ network events at the University of Strathclyde; events focused on women's contributions to the First World War effort at the Devil's Porridge Museum; regular Women in Red events at the University of Edinburgh; Humanist UK's World Contraception Day Wikithon, and a collaboration with accessibility charity VocalEyes.

Climate change and sustainability

During 2021 we started to develop our emerging climate change programme strand, exploring ways in which Wikimedia UK can support communities and organisations in sharing climate information. There is a growing interest from all sectors in working on climate-related issues, with COP26 in Glasgow in 2021 providing a key focus for activities. We worked with the International Institute for Conservation of Historic and Artistic Works to organise a 24-hour editathon during COP26. We also partnered with The Wolfson College Interdisciplinary Research Hub on Sustainability & Conservation at the University of Oxford, to deliver training and an editing event for students, and gave a talk on engaging with Wikimedia at DecarboN8's annual conference.

Digital Literacy

The pandemic continued to impact on our work in higher education in 2021/22, however we were pleased to launch four new Wikimedia in the Classroom courses in Autumn 2021 (out of 11 in total during the year), including our first further education partnership (with Edinburgh College). We were also pleased that our annual digital skills survey showed incremental increases across all areas surveyed (Finding information online, Creating online content, Collaborating online, Identifying reliable information, Understanding and using data, Understanding open knowledge, Understanding open data, Understanding copyright and the public domain).

Following a grant of £9,000 from National Lottery Community Fund we were able to invest further in the partnership with MenterMon in Wales. This funding gave us a chance to re-energise the education work in schools in Anglesey, and explore scaling up this work across Wales.

Volunteer Support

We started the 2021/22 year in lockdown, with restrictions and apprehension over in person meetings characterising much of the financial year. As such, the vast majority of our programme continued to take place online, including volunteer support and development. As we look forward to 2022 - 2025, we plan to develop and deliver a hybrid programme that allows for some in person meetings and events - recognising the importance of these face to face connections, particularly in growing a sustainable volunteer community. Our work with volunteers in 2021/22 mainly fell into the following areas:

Project grants

We awarded several project grants during the year, including two for online competitions (the Core Contest and the Take the Lead contest), and one for Wiki Loves Earth in Wales. We are hoping to further develop, support and promote project grants in 2022/23 through the appointment of a part time Volunteer Coordinator.

Online community building and training

We have supported our communities by creating online meeting spaces and peer networks for them. We delivered a second online Train the Trainers course, with a specific focus on recruiting participants that have previously been underrepresented within our cohort of Wikimedia trainers. We also delivered a targeted series of Wikidata workshops in Autumn 2021. As observed in 2020, online community meetings continue to be popular, although some in-person meetups are now starting to take place in some areas.

Annual survey

We run an annual community leaders survey at the end of each financial year to find out how our lead volunteers have found the experience over the past year, and what we could improve. The response rate was slightly higher than last year and broadly very positive. 92% of respondents said that they would recommend Wikimedia UK, compared to 100% last year and 88% in the 2020 survey. 94% said that they would be likely to continue engaging with us, and the same percentage found the training that they had received relevant to their needs. As noted above, during the time period covered by this survey, and in response to the results of the 2020/21 survey, we ran a series of Wikidata training courses aimed at the Community Leaders group, and a Train the Trainer course which was aimed at increasing and diversifying the volunteer pool.

Within the survey, which is quite extensive, we differentiate between volunteers and people working within partner institutions for some questions. In response to the volunteer only questions, 95% reported feeling appreciated for the work that they do, the same percentage said that they enjoyed the volunteering that they do, and 100% of volunteers felt that the work they do is important. When asked what they enjoyed about volunteering, we saw strong themes emerge of sharing skills and knowledge, contributing toward open knowledge and knowledge equity, of the experience of community, and connecting to others. Another recurrent theme was empowerment of the self and others.

4. FUTURE PLANS

2021/22 was the final year in our three year strategy for 2019 - 2022. During the second half of 2021, staff, trustees and community worked together to develop our new three year plan for 2022 - 2025. This included a review of our vision, mission, values and long term outcomes, and the creation of new strategic pillars and themes, all of which are shared here.

Our organisational vision sets out the long term change we would like to see from our work, while our mission statement describes our purposes and overall intention. The long term outcomes are the changes that we want and need to achieve on route to achieving our vision, while our organisational values are the guiding principles for our work, and describe the behaviour of staff and board members when we are at our best.

For the 2022 - 2025 strategy we are describing the main programmatic areas of our work as strategic themes, while the work that we do to ensure the right conditions to support these themes - and that essentially underpin all of our activities - are our strategic pillars.

Our VISION is of a more informed, democratic and equitable society through open knowledge

Our MISSION is to enable people to engage with open knowledge and access reliable information in order to develop their understanding of the world, and make informed decisions about issues that affect them.

We strive to act with integrity in upholding and inspiring the following VALUES:

- Equity
- Inclusivity
- Collaboration
- Creativity
- Boldness

We are working towards the following LONG TERM OUTCOMES:

- Wikimedia reflects our diverse society and works to overcome systemic bias
- Our work has increased free, ethical access to knowledge and information
- Our work has supported the development of high levels of information literacy
- Wikimedia users are able to understand the climate crisis and their role within it
- Wikimedia UK is recognised as a leading organisation for open knowledge

In working towards Wikimedia UK's long term outcomes, in the period 2022 - 2025 we will continue to work on our key STRATEGIC THEMES of Knowledge Equity and Information Literacy. We will also explore and develop activities around our emerging theme of Climate and Environment. In developing and delivering projects and programmes around these three themes, we will make use of the unique opportunities available in the UK to make a meaningful contribution to the work of the global Wikimedia movement.

Within the area of **Knowledge Equity** we will continue to advocate for the release of content relating to underrepresented people and subjects, and champion untold stories. In the period 2022 to 2025 we want to embed the principles outlined in our Equity, Diversity and Inclusion Framework, ensuring that our projects and programmes are evidence-based and shaped by underrepresented communities as co-creators. To do this we will need to develop our approach to engaging ethically with knowledge communities; building trust and focusing on quality content and better sharing rather than an extractive approach. We also aim to work with the global movement to develop and deliver the implementation plan for movement strategy initiatives related to underrepresented knowledge, including bridging content gaps.

The theme of **Information Literacy** also builds on our work over the past six years. Within this we plan to continue working in partnership with the higher education sector in the delivery of institution-wide Wikimedian in Residence programmes and course-level participation in the creation of open knowledge through Wikimedia in the Classroom assignments. A particular focus of our work in the next three years will be to scale up our activities in the secondary sector, developing a UK-wide offer for schools. This will require external funding as well as multi-partner

working. At a public policy level, we will continue to participate in cross-sector and interdisciplinary initiatives to advocate for the importance of information literacy skills across society, and to lobby for the inclusion of Wikimedia within education curricula.

The theme of **Climate and Environment** is a relatively new programmatic area for us. As such, we are still exploring different approaches to this work, but are excited by the partnerships and projects that we are starting to develop. We want to explore the role Wikimedia UK could play in supporting existing editors and groups, and identify organisations from within our current cohort of partners to pilot and evaluate joint projects related to climate change.

In order for Wikimedia UK to create the change that we want to see in these thematic areas, a number of other things need to be in place. These STRATEGIC PILLARS underpin successful delivery across all areas of our work:

- Equity, diversity and inclusion embedded across the organisation
- A thriving national and international community
- Public profile and recognition of the organisation and Wikimedia projects
- A positive legislative environment for open knowledge in the UK
- Organisational resilience and sustainability

5. FUNDRAISING

Wikimedia UK receives around half of our funding in the form of an unrestricted grant from the Wikimedia Foundation. The majority of the remainder of our cash income is raised largely through individual donations; either by direct debit, or through other payment mechanisms such as Paypal or credit card. Donations received through digital platforms such as Facebook and Amazon Smile represent a small but growing proportion of our income. We also record gifts in kind, the majority of which are related to our partners' expenditure on Wikimedians in Residence.

In 2021/22 our Annual Plan Grant from the Wikimedia Foundation was £345,000, and we have secured a grant of £355,000 for the 2022/23 financial year. As described in last year's report, in 2020 we were awarded an additional restricted grant of £120,000 from the Wikimedia Foundation to support the development of our own fundraising capacity over the following three years. This has enabled us to recruit a dedicated Fundraising Development Coordinator, appointed in January 2021. Some of the restricted grant from the Foundation is also supporting the employment costs of the Head of Development and Communications, who joined the Senior Management Team in October 2020.

The fundraising focus of the 2021/22 Interim Development Strategy was to stem donor attrition and grow unrestricted income from our donors, alongside developing restricted income from Trusts and Foundations to deliver project funding. It was a year of trial and review as we sought to understand what triggered current donors to stay engaged and what aspects of our work successfully recruited new donors. Restricted funding finished the year 27% ahead of the Project Funding Budget at £74,000, driven by a successful application to the National Lottery Heritage Fund

to deliver Digital Skills for Heritage over a two-year period. Across unrestricted income we delivered year on year small donation (gifts under £1,000) growth, achieving our highest small donations income in 5 years, 4% ahead of the previous year at £214,000.

Wikimedia UK is registered with the Fundraising Regulator - the independent regulator of charitable fundraising in England, Wales and Northern Ireland - and is fully compliant with that scheme. No third parties (such as freelance fundraisers or commercial participators) undertake fundraising on Wikimedia UK's behalf. As in previous years, the charity received no complaints about our fundraising activities during the 2021/22 financial year.

6. FINANCES AND RISK

The board of trustees agreed a breakeven budget for the 2021/22 financial year at the March 2021 board meeting. This included cautious projections for voluntary income, taking into account expected shrinkages across the charity sector in 2021 as a result of the ongoing economic impact of the pandemic. The budget also included a new restricted grant from the National Lottery Heritage Fund (NLHF), confirmed in March 2021, to deliver a digital heritage project (ending in March 2023). Expenditure levels were expected to be similar to previous years, except in staff, with the creation of new staff posts funded by restricted grants.

In the event, total income for the year and 2021/22 came to £860,000, compared to £867,000 the previous year. Of this total, unrestricted income of £786,000 was 5% higher than previous year (2021: 746,000), as most income streams improved. The NLHF grant accounted for most of the restricted funding of £74,000 received in 2021/22, compared to £121,000 received in the previous year, primarily from the Wikimedia Foundation and directed towards capacity building. £12,000 of the NLHF grant represented full cost recovery and is taken to unrestricted funds by a transfer between funds (see note 19 to the financial statements).

Expenditure on fundraising rose to £115,000 (2021: 79,000), in part funded by restricted income, and charitable spend on projects rose significantly to £716,000 (2021: £616,000). Unrestricted income from charitable activities and charitable expenditure on projects included £179,000 (2021: £154,000) of gifts-in-kind.

Wikimedia UK ended the financial year 2021/22 with a surplus on unrestricted funds of £47,000 (2021: £52,000), and as a result total unrestricted reserves increased to £338,000. A portion of these reserves, £20,000, was set aside by the trustees as a designated fund to support future programme delivery costs. The balance of £102,000 in restricted funds will cater for the NLHF project in 2022/23, and capacity building over the next two years. Total reserves – unrestricted, designated and restricted, rose to £439,000 (2021: £411,000).

WIKIMEDIA UK
TRUSTEES' ANNUAL REPORT
FOR THE YEAR ENDED 31 JANUARY 2022

Summarised SoFA	2021/22			2020/21		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
Total Income	786,468	73,786	860,254	746,439	121,000	867,439
Fundraising	75,613	40,000	115,613	78,646	-	78,646
Project spend	675,884	40,613	716,497	615,617	-	615,617
Fund transfers	12,466	(12,466)	-	-	-	-
Net surplus/(deficit)	47,437	(19,293)	28,144	52,176	121,000	173,176

The approved budget for 2022/23 has projected expenditure of £982,000 and forecast income of just over £906,000. We are expecting to spend restricted funds down significantly, particularly in delivery of the NLHF digital heritage project. The budget also includes a small deficit in unrestricted funds.

Reserves

A level of general reserves is required to buffer the charity from financial risks including delay on receipt of grant or reduction in grant or income from donations, while other sources of income are sought. Reserves are also held, should the trustees deem it necessary or desirable to designate funds for particular or exceptional purposes or to reorganise or close parts or all of the operations of the charity.

Our Reserves Policy is based on a risk-based methodology. It states that the annual calculation of a target range of unrestricted reserves is based on an analysis of the potential financial risks facing the organisation and the losses or costs that would occur if the risk that would cause the greatest draw on our reserves materialised. The reserves target includes an additional four weeks of operating costs, to recognise the likelihood of a short time lag between a risk materialising and the charity being able to make and enact decisions in response.

Our Wikimedia Foundation grant for 2022/23 was received in February 2022 and the reserve cover required at that point would have been £265,000. Adding an additional four weeks of operating costs, in accordance with our policy, brings this figure to £320,000. Our optimal reserves range for the year - enabling us to account for an appropriate balance between the need to spend income when it is received and maintain operational integrity - is therefore assessed as being between £295,000 and £345,000.

Our year-end free reserves (which excludes fixed assets and designated funds), at £313,000 against the previous year-end's free reserves of £285,000, are comfortably within this range.

Risk Management

The risk register is maintained and updated on a quarterly basis by the Chief Executive, and reviewed by ARC before discussion of any key risks by the whole board of trustees. At the start of the 2021/22 financial year, the following **major risks** were identified:

- Damage to public profile as a result of an issue related to Wikipedia or the wider Wikimedia movement
- Impact of Covid-19, economic recession and/or Brexit on partner institutions leads to reduction in programme delivery
- Reduction in our Annual Plan Grant due to changing strategic priorities of the Foundation or decreased revenue

None of these risks materialised during the year. As we entered the 2022/23 financial year, the key remaining risk was the possibility of damage to the charity's public profile due to an issue related to Wikipedia. New risks identified as we entered the start of the new year - albeit not assessed as being major risks at this point in time - include the reliability of the tools used by our programmes team and partners to deliver and monitor our activities, and the impact of the war in Ukraine and the cost of living crisis on individual donations.

As described above, the organisation's target reserves level is now determined on an annual basis by an assessment of our financial risks. It's worth noting that the biggest financial risk to the organisation in 2022/23 is judged to be the failure of our major bank, Unity Trust Bank; however this is not, in itself, considered to be a major risk.

7. STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees' report and financial statements in accordance with applicable law and United Kingdom Accounting Standards. Company law requires the trustees to prepare financial statements for each financial period that give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period.

In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable United Kingdom Accounting Standards have been followed subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on a going-concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the charity, enabling them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

So far as each of the directors at the time the report is approved are aware:

- There is no relevant audit information of which the auditors are unaware and;
- They have taken all the steps they ought to have taken to make themselves aware of any relevant information and to establish that the auditors are aware of that information.

Signed on behalf of the Board, as approved on 8th July 2022.



Monisha Shah
Chair of the Board

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK

Opinion

We have audited the financial statements of Wikimedia UK (the 'charitable company') for the year ended 31 January 2022 which comprise Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 January 2022 and of the charity's incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other

information contained within the trustees' annual report. Our opinion on the charitable company financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 and the Charities Accounts (Scotland) Regulations 2006 require us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 145 of the Charities Act 2011 and 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK FOR THE YEAR ENDED 31 JANUARY 2022

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtained an understanding of the charitable company and the sector in which they operate to identify laws and regulations that could reasonably be expected to have a direct effect on the financial statements. We obtained our understanding in this regard through discussions with management, industry research and experience of the sector.
- We determined the principal laws and regulations relevant to the charitable company in this regard to be those arising from the Companies Act 2006, Charities (Accounts and Reports) Regulations 2008, Regulation 10 of the Charities Accounts (Scotland) Regulations 2006 etc.) and employee legislation)
- We designed our audit procedures to ensure the audit team considered whether there were any indications of non-compliance by the charitable company with those laws and regulations. These procedures included, but were not limited to enquiries of management, and the review of minutes.
- We also identified the risks of material misstatement of the financial statements due to fraud. We considered, in addition to the non-rebuttable presumption of a risk of fraud arising from management override of controls, that valuation of donations in kind was also a risk. We reviewed the assumptions and judgements made by management when auditing that significant accounting estimate with no issues arising.
- As in all of our audits, we addressed the risk of fraud arising from management override of controls by performing audit procedures which included, but were not limited to: the testing of journals; reviewing accounting estimates for evidence of bias; and evaluating the business rationale of any significant transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities><http://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/description-of-the-auditor%E2%80%99s-responsibilities-for>[https://www.frc.org.uk/auditors/audit-assurance/standards-and-guidance/2010-ethical-standards-for-auditors-\(1\)](https://www.frc.org.uk/auditors/audit-assurance/standards-and-guidance/2010-ethical-standards-for-auditors-(1)). This description forms part of our auditor's report.

AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK
FOR THE YEAR ENDED 31 JANUARY 2022

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008 and Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone, other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Alastair Duke (Senior statutory auditor)
For and on behalf of PKF Littlejohn LLP
Statutory Auditor

15 Westferry Circus
Canary Wharf
London E14 4HD

8 July 2022

PKF Littlejohn LLP is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006

WIKIMEDIA UK
STATEMENT OF FINANCIAL ACTIVITIES
INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 JANUARY 2022

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2022 £	Total Funds 2021 £
INCOME FROM:					
Grants	3	345,000	73,786	418,786	455,000
Donations & legacies	4	251,149	-	251,149	252,748
Charitable activities	6	179,348	-	179,348	154,412
Investments	5	222	-	222	227
Other	7	10,749	-	10,749	5,052
Total Voluntary Income		786,468	73,786	860,254	867,439
EXPENDITURE					
Raising Funds	8	75,613	40,000	115,613	78,646
Charitable activities:	9				
International Working		51,084	-	51,084	24,360
External relations and advocacy		97,781	1,400	99,181	68,102
Partnership programmes		411,156	36,814	447,970	416,023
Volunteer Support		115,863	2,399	118,262	107,132
Total expenditure		751,497	80,613	832,110	694,263
Net income/(expenditure)		34,971	(6,827)	28,144	173,176
Fund transfers		12,466	(12,466)	-	-
Net income/(expenditure)		47,437	(19,293)	28,144	173,176
Reconciliation of funds:					
Fund balances brought forward		290,220	121,000	411,220	238,044
Fund balances carried forward		337,657	101,707	439,364	411,220

The notes on pages 27 to 39 form part of these financial statements.

WIKIMEDIA UK
BALANCE SHEET
AS AT 31 JANUARY 2022

		2022		2021	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible Assets	17		4,298		5,127
CURRENT ASSETS					
Debtors	11	41,780		36,799	
Cash at bank and in hand		436,873		646,989	
		<u>478,653</u>		<u>683,788</u>	
Creditors: amounts falling due within one year	12	(43,587)		(275,647)	
NET CURRENT ASSETS			435,066		408,141
Creditors: amounts falling due after one year	12		-		(2,048)
NET ASSETS			<u>439,364</u>		<u>411,220</u>
FUNDS					
Unrestricted funds			317,657		290,220
Designated funds			20,000		-
Restricted funds			101,707		121,000
TOTAL CHARITY FUNDS			<u>439,364</u>		<u>411,220</u>

These financial statements have been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

Approved by the Board of Trustees on 8th July 2022 and signed on its behalf by



Martha Woodward
Treasurer

Company Registration No. 06741827

The notes on pages 27 to 39 form part of the financial statements.

WIKIMEDIA UK
 STATEMENT OF CASH FLOWS
 FOR THE YEAR ENDED 31 JANUARY 2022

	Notes	Total Funds	
		2022	2021
		£	£
Net cash provided by operating activities	18	(208,171)	230,244
Cash flows from investing activities:			
Interest	5	222	227
Purchase of fixed assets	17	<u>(2,167)</u>	<u>(3,154)</u>
Net cash used in investing activities		<u>(1,945)</u>	<u>(2,927)</u>
Change in cash and cash equivalents in the year		(210,116)	227,317
Cash and cash equivalents brought forward		646,989	419,672
Cash and cash equivalents carried forward		<u>436,873</u>	<u>646,989</u>

1 ACCOUNTING POLICIES

a) Accounting Framework

These financial statements are prepared on a going concern basis, under the historical cost convention. At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements. The trustees have considered the impact of the COVID-19 outbreak and the measures taken to contain it when forming their assessment of going concern. Although the ultimate impact of the outbreak cannot be assessed with certainty, because of the nature of the operations, the trustees do not consider that the outbreak will impact the ability of the charity to continue in business and meet its liabilities as they fall due for at least twelve months from the date of approval of the financial statements.

The Charitable Company is a public benefit entity for the purposes of FRS 102 and therefore the charity prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP and the Companies Act 2006).

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

b) Income

Grant and donation income is included in the Statement of Financial Activities once there is entitlement, the economic benefit is considered probable and the amount can be reliably quantified.

c) Expenditure

Expenditure is charged inclusive of Value Added Tax.

d) Allocation of staff costs to projects and apportionment of governance and support costs

Staff costs attributable to project-work as direct costs and staff costs, other overheads apportionable as support costs and governance costs, have been allocated to the expenditure headings in the Statement of Financial Activities as follows:

Staff time spent on carrying out each project's activity, or on fundraising, has been determined from returns by staff for each month and evaluated at the individual's total salary cost to calculate the actual cost of direct staff time spent for each activity.

Governance and support costs have been apportioned pro rata to total direct costs per activity. An analysis of governance and support costs and the results of these attributions and apportionments are given in note 9.

e) Volunteers

The trustees gratefully acknowledge the significant contribution made by volunteers who gave freely of their time (totalling in excess of 28,867 hours in the financial year) and expertise.

f) Fixed Assets

Individual items or sets of related items costing over £500 are capitalised.

The rates and bases used during the year were as follows:

Computer equipment	33.33% straight line
Furniture	33.33% straight line
Leasehold improvements	33.33% straight line

g) Investments

The Charity's wholly owned subsidiary company, Cultural Outreach Limited, is the holder of intellectual property rights donated for the work of the Charity. As the company is dormant and its assets are immaterial to the group, consolidated accounts have not been prepared.

h) Grants Awarded

Grants awarded by the Charity are recognised in full as expenditure on charitable activities in the Statement of Financial Activities in the period in which a binding commitment arises.

i) Gifts In Kind

(i) Tangible gifts-in-kind

Tangible gifts-in-kind are recognised at their fair value.

(ii) Donated services or facilities

Donated services or facilities are recognised at their estimated value to the charity where the value is quantifiable and measurable. The valuation basis is the price the charity estimates it would pay in the open market for a service or facility of equivalent utility.

(iii) Wikimedians in Residence

Where either

- (a) a grant is made under an agreement in respect of a Wikimedian in Residence and the host organisation contributes towards the cost, or
- (b) a grant has been made for our benefit by another grant maker direct to that host institution

a gift-in-kind is recognised equal in value to the amount the charity would have been willing to pay to secure the residency.

j) Pensions

The charity provides a defined contributions pension scheme for its employees and contributions payable for the year are charged to the Statement of Financial Activities.

k) Financial instruments

Cash and cash equivalents include cash at banks and in hand and short term deposits with a maturity date of three months or less.

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. The company had no other (i.e. non-basic) financial instruments as at the year-end.

l) Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. There are no estimates or judgments that have a material effect on amounts recognised in the financial statements.

WIKIMEDIA UK
 NOTES TO THE FINANCIAL STATEMENTS
 FOR THE YEAR ENDED 31 JANUARY 2022

2 NET INCOME

Net income is stated after charging the following:

	2022	2021
	£	£
Auditor's fees	7,600	7,440
Tax return services	600	600
	<u>8,200</u>	<u>8,040</u>
Depreciation - see note 17	<u>2,996</u>	<u>4,402</u>

3 UNRESTRICTED GRANTS RECEIVABLE

	2022	2021
	£	£
Wikimedia Foundation Inc	<u>345,000</u>	<u>335,000</u>

RESTRICTED GRANTS RECEIVABLE

	2022	2021
	£	£
Wikimedia Foundation Inc	5,236	120,000
National Lottery Community Fund	9,000	-
National Lottery Heritage Fund	59,550	-
	<u>73,786</u>	<u>120,000</u>

4 DONATIONS AND LEGACIES

	2022	2021
	£	£
Major gifts	16,116	26,891
Other cash donations	213,186	205,873
Campaigns	1,286	-
Gift Aid	20,561	19,984
	<u>251,149</u>	<u>252,748</u>

5 INVESTMENT INCOME

	2022	2021
	£	£
Bank interest	<u>222</u>	<u>227</u>

6 INCOME FROM CHARITABLE ACTIVITIES

Gifts in kind income recognised in the year includes:

Donor	Nature of gift	2022	2021
		£	£
National Library of Wales	Wikimedian in Residence host costs	53,298	52,690
Edinburgh University	Wikimedian in Residence host costs	46,793	46,607
Coventry University	Wikimedian in Residence host costs	5,471	16,411
Khalili Collections	Wikimedian in Residence host costs	12,000	12,000
Science Museum	Wikimedian in Residence host costs	28,000	14,000
Banner Repeater	Wikimedian in Residence host costs	5,000	7,184
British Library	Wikimedian in Residence host costs	19,607	-
National Institute for Health Research	Wikimedian in Residence host costs	5,394	-
University of the Arts London	Wikimedian in Residence host costs	3,785	-
Society of Antiquaries Scotland	Wikimedian in Residence host costs	-	4,000
		<u>179,348</u>	<u>152,892</u>
Other		-	1,520
		<u>179,348</u>	<u>154,412</u>

WIKIMEDIA UK
 NOTES TO THE FINANCIAL STATEMENTS
 FOR THE YEAR ENDED 31 JANUARY 2022

7 OTHER INCOME	2022	2021
	£	£
Training and Consultancy	10,749	5,502
	<hr/>	<hr/>
8 RAISING FUNDS	2022	2021
	£	£
Direct costs - external	13,740	12,988
Direct costs - staff	35,874	38,433
Management & Administration costs	25,999	27,225
Unrestricted costs	<hr/> 75,613	<hr/> 78,646
Staff costs met from restricted funds	40,000	-
Total costs	<hr/> 115,613	<hr/> 78,646

Fundraising external direct costs includes £11,074 paid as fees for the processing of donations received by direct debit (2021: £11,435).

9 ANALYSIS OF EXPENDITURE AND SUPPORT COSTS

	Raising funds	External relations	International working	Partnership programme	Volunteer support	2022 Total
	£	£	£	£	£	£
Direct costs	13,740	8,294	4,162	184,480	3,382	214,058
Direct staff costs	35,874	55,866	29,357	111,532	72,643	305,272
Total direct costs	49,614	64,160	33,519	296,012	76,025	519,330
Governance and support costs						
Office costs	11,440	14,794	7,729	50,666	17,530	102,159
Governance	4,164	5,385	2,813	18,442	6,381	37,185
Finance and reporting	3,888	5,028	2,627	17,219	5,957	34,719
Other	4,329	5,598	2,925	19,173	6,633	38,658
Other staff costs	2,178	2,816	1,471	9,644	3,337	19,446
Total support costs	25,999	33,621	17,565	115,144	39,838	232,167
Total unrestricted	75,613	97,781	51,084	411,156	115,863	751,497
Use of restricted funds	40,000	1,400	-	36,814	2,399	80,613
Total costs	115,613	99,181	51,084	447,970	118,262	832,110

2021 ANALYSIS FOR COMPARATIVE

	Raising funds	External relations	International working	Partnership programme	Volunteer support	2021 Total
	£	£	£	£	£	£
Direct costs	12,988	8,570	265	169,264	3,010	194,097
Direct staff costs	38,433	35,957	15,662	102,740	67,036	259,828
Total direct costs	51,421	44,527	15,927	272,004	70,046	453,925
Governance and support costs						
Office costs	10,957	9,488	3,394	57,962	14,926	96,727
Governance	3,629	3,142	1,124	19,196	4,943	32,034
Finance and reporting	4,027	3,487	1,247	21,300	5,485	35,546
Other	4,034	3,494	1,250	21,343	5,496	35,617
Other staff costs	4,578	3,964	1,418	24,218	6,236	40,414
Total support costs	27,225	23,575	8,433	144,019	37,086	240,338
Total unrestricted	78,646	68,102	24,360	416,023	107,132	694,263
Use of restricted funds	-	-	-	-	-	-
Total costs	78,646	68,102	24,360	416,023	107,132	694,263

The basis of apportionment of support costs is provided in note 1(d) on page 27.

10 ANALYSIS OF PROGRAMMES DIRECT COSTS

The following gifts in kind expenditure, grants made and other costs were incurred by the charity in respect of Wikimedians in residence and other partnerships in the year.

	Gifts in kind expenditure	Grants made	Other costs	2022 Total
	£	£	£	£
National Library of Wales	53,298	-	-	53,298
Edinburgh University	46,793	-	-	46,793
Coventry University	5,471	-	-	5,471
Khalili Collections	12,000	-	-	12,000
Science Museum	28,000	-	-	28,000
Banner Repeater	5,000	-	-	5,000
British Library	19,607	-	-	19,607
National Institute for Health Research	5,394	-	-	5,394
University of the Arts London	3,785	-	-	3,785
Other direct costs	-	-	5,132	5,132
	<u>179,348</u>	<u>-</u>	<u>5,132</u>	<u>184,480</u>

2021 ANALYSIS FOR COMPARATIVE

	Gifts in kind expenditure	Grants made	Other costs	2021 Total
	£	£	£	£
National Library of Wales	52,690	500	-	53,190
Edinburgh University	46,607	-	-	46,607
Coventry University	16,411	-	-	16,411
Khalili Collections	12,000	-	-	12,000
Science Museum	14,000	-	-	14,000
Banner Repeater	7,184	5,000	-	12,184
British Library	-	-	-	-
National Institute for Health Research	-	-	-	-
University of the Arts London	-	-	-	-
Society of Antiquaries Scotland	4,000	-	-	4,000
Other	-	-	10,872	10,872
	<u>152,892</u>	<u>5,500</u>	<u>10,872</u>	<u>169,264</u>

11 DEBTORS	2022	2021
	£	£
Prepayments	10,448	11,636
Other debtors	23,504	20,355
Gift aid receivable	7,828	4,808
	<u>41,780</u>	<u>36,799</u>

12 CREDITORS	2022	2021
	£	£
Trade creditors	10,237	3,816
Accruals	13,882	11,284
Taxation and social security	12,144	10,693
Rent free period - short term	2,048	3,683
Pension contributions	3,109	2,588
Company Cards	2,167	2,083
Deferred Income	-	241,500
Amounts falling due within one year	<u>43,587</u>	<u>275,647</u>
Rent free period - long term - 1-2 years	-	2,048
Total creditors	<u>43,587</u>	<u>277,695</u>

13 RELATED PARTY TRANSACTIONS

There was a purchase of merchandise costing £1,021 for Wiknik events from Checkmate Corporate Gifts whose proprietor is a related party.

14 OPERATING LEASES

At 31 January 2022, Wikimedia UK had total minimum lease payments under operating leases as set out below:

Equipment	2022	2021
	£	£
Amount due within 1 year	352	1,056
Amount due in 1-5 years	-	352
 Land and Buildings		
Amount due within 1 year	30,480	52,252
Amount due in 1-5 years	-	30,480
	<u>30,832</u>	<u>84,140</u>

At the balance sheet date Wikimedia UK was negotiating an extension of its office lease for a further year, but was not committed.

15 ANALYSIS OF STAFF COSTS AND STAFF NUMBERS

The average number of employees in Wikimedia UK in the year to 31 January 2021 was as

	2022	2021
	No.	No.
Full-time	8	6
Part-time	5	4
	13	10

Total employee costs were as follows:

	£	£
Salaries	425,951	343,110
National insurance	38,539	30,963
Pension contributions - see note 1(j)	25,490	20,258
	489,980	394,331

The number of employees with total employee benefits of more than £60,000 was:

	No.	No.
£70,000 - £79,999	1	1

16 REMUNERATION AND EXPENSES

The key management personnel of the charity comprise the Trustees, the Chief Executive, the Director of Finance and Operations, the Director of Programmes and Evaluation and the Head of Development & Communications. The total cost of employee benefits of the key management personnel was £242,702 (2021: £210,208).

No trustee received any remuneration or other benefit from employment by Wikimedia UK during the year nor any payment for professional or other services supplied to the charity (2001: none). Expenses amounting to £106 (2021 - £626) were paid to or on behalf of 4 (2021 - 10) trustees during the year in respect of travel, accommodation, subsistence and conferences (2021 - travel, accommodation, subsistence and conferences).

17 TANGIBLE FIXED ASSETS

	Computer Equipment	Furniture	Leasehold Improve- ments	Total
Cost	£	£	£	£
At 1 February 2021	22,123	4,409	4,762	31,294
Additions	2,167	-	-	2,167
Disposals	-	-	-	-
At 31 January 2022	24,290	4,409	4,762	33,461
Depreciation				
At 1 February 2021	17,744	3,661	4,762	26,167
Charge for year	2,740	256	-	2,996
Disposals	-	-	-	-
At 31 January 2022	20,484	3,917	4,762	29,163
Net Book Value				
At 31 January 2022	3,806	492	-	4,298
At 31 January 2021	4,379	748	-	5,127

18 Reconciliation of net movement in funds to net cash flow from operating activities

	2022	2021
	£	£
Net movement in funds	28,145	173,176
Add back depreciation	2,996	4,402
Deduct interest income	(222)	(227)
Decrease (increase) in debtors	(4,981)	4,190
Increase (decrease) in creditors	(234,108)	48,703
Net cash used in operating activities	(208,170)	230,244

19 Summary of fund movements

Fund name	Fund				Fund
	balances				balances
	b/fwd	Income	Expenditure	transfers	c/fwd
	£	£	£	£	£
General Fund	290,220	786,468	751,497	(7,534)	317,657
Designated Fund	-	-	-	20,000	20,000
Total unrestricted funds	290,220	786,468	751,497	12,466	337,657
Restricted Funds					-
Wikimedia Foundation	120,000	-	40,000	-	80,000
Individual donor	1,000	-	1,000	-	-
Wikimedia Foundation	-	3,836	1,399	-	2,437
National Lottery Heritage Fund	-	59,550	27,814	(12,466)	19,270
National Lottery Community Fund	-	9,000	9,000	-	-
Wikimedia Foundation	-	1,400	1,400	-	-
Total restricted funds	121,000	73,786	80,613	(12,466)	101,707
Total Funds	411,220	860,254	832,110	-	439,364

The transfer from restricted funds to unrestricted funds represents the full cost recovery element of the grant received from the National Lottery Heritage Fund.

The restrictions on the grants and donation listed above are:

Grantor/Donor	Restricted purpose
Wikimedia Foundation	Fundraising capacity building
Individual donor	Train the trainers
Wikimedia Foundation	Wikimania
National Lottery Heritage Fund	Digital Skills training
National Lottery Community Fund	Wici Môn
Wikimedia Foundation	Movement Strategy

WIKIMEDIA UK

England & Wales - Charity number 1144513

Accounts



WIKIMEDIA UK

(A COMPANY LIMITED BY GUARANTEE)

**ANNUAL REPORT
AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2021**

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WIKIMEDIA UK
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2021

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LEGAL AND ADMINISTRATIVE INFORMATION

Full name Wikimedia UK

Registered Company Number 06741827

Registered Charity Number: England and Wales 1144513, **Scotland** SC048644

Directors and Charity Trustees

Nick Poole – Chair (appointed 21 March 2020, (Chair of G))

Josie Fraser – Chair (resigned 21 March 2020), (Chair of G))

Lorna Campbell – Vice Chair (G)

Jane Carlin – (Chair of A)

Martha Woodward – Treasurer (A)

Sangeet Bhullar – (G)

Andrea Chandler

Doug Taylor

Rod Ward – (G)

Kelly Foster (appointed 18 July 2020)

G: Governance Committee; A: Audit and Risk Committee

Chief Executive

Lucy Crompton-Reid

WIKIMEDIA UK
TRUSTEES' ANNUAL REPORT
FOR THE YEAR ENDED 31 JANUARY 2021

Principal Address

5-11 Lavington Street

London, SE1 0NZ

Bankers

Unity Trust Bank plc

Four Brindley Place

Birmingham

B1 2HB

The Co-operative Bank plc

1 Balloon Street

Manchester

M60 4EP

Auditors

PKF Littlejohn LLP

15 Westferry Circus

London

E14 4HD

Legal Advisers

Stone King LLP

13 Queen Square

Bath

BA1 2HJ

Burges Salmon LLP

One Glass Wharf

Bristol BS2 0ZX

MESSAGE FROM THE CHAIR OF THE BOARD, NICK POOLE

Writing this message will be very nearly my final duty both in my role as a Trustee of Wikimedia UK and more recently as the interim Chair of the Board. It is an opportunity to reflect, both on how far we have come and on how far there is still to go in achieving our vision of a world in which Open Knowledge is the norm.

Looking back over the past six years on the Wikimedia UK Board, the thing that stands out for me above all else is the people I have been fortunate to meet and to work with along the way. This is a unique, multi-faceted and deeply committed community. Whether it is the individual editors and contributors with whom I have met and laughed at events and get-togethers, or the dedicated volunteers who keep the infrastructure of open knowledge running and evolving. Whether the brilliant, dedicated staff team working under the visionary leadership of Lucy Crompton-Reid or the fellow trustees with whom I have spent countless hours poring over matters of governance, strategy and finance. It has been a profound honour to be able to play a part in this community, and as I step down from the Board I hope to continue to play no less active a role in supporting its development in future.

I am also struck by how far the charity itself has come. Good and accountable governance matters and Wikimedia UK has been fortunate to benefit from considerable professional insight, experience and expertise, whether in the Board of Trustees or the delegated Committees. In my time as a Trustee, we have gone from tempestuous discussions to a highly effective, well-run and accountable operation, focused always on promoting the interests of our community and supporting the ambitions of the global movement.

This in turn has enabled us to become a real platform for action and for change. I would single out for special mention the extraordinary efforts of the Wikimedia UK Programmes team, whose track record of delivery and impact would be formidable in an organisation twice our size. I'd highlight the veritable army of Wikimedians in Residence who are helping to drive a permanent culture shift in some of our world-leading cultural and heritage institutions. I'd highlight the powerful cross-border collaborations that have enabled us to explore and discover the richness of our many languages, identities and stories.

But perhaps the thing of which I am most proud - despite the fact that I can claim none of the credit - is the extent to which Wikimedia UK has become a platform for positive change and representation. Open knowledge should be about celebrating all of our stories, all of our perspectives and all of our identities. Thanks to the efforts of the whole community, we are working towards a culture and practice rooted in inclusivity, respect and an essential recognition that if there is one quality that characterises all that is wonderful about human life, it is its diversity.

The Wikimedia community, Wikipedia itself and the constellation of projects that underpin it, have the potential to be a powerful force for good in the world. Over the past six years, I have seen Wikimedia UK become an organisation that embraces that spirit and makes it a reality. Yes, there is still a long way to travel, but as I step aside, I firmly believe that we are in better shape than we have ever been to make that journey together.

MESSAGE FROM THE CHIEF EXECUTIVE, LUCY CROMPTON-REID

For the second year, I'm writing the Chief Executive's message for Wikimedia UK's Annual Report and Accounts from my desk at home, as the staff of the charity are still working remotely as a result of the pandemic. Whilst open knowledge, and our work, continues to be about so much more than Covid-19, the UK is still grappling with this disease and the impact it is having on our lives and livelihoods. I am enormously proud of the flexibility, resilience, creativity and compassion that Wikimedia UK's staff and volunteers have shown over the past 18 months, in adapting to the situation and developing meaningful online projects and partnerships that continue to advance our cause. Many of these are referenced within this report and still others are shared online through our comprehensive impact report for 2020/21 published on Meta-Wiki.

Early in the first lockdown, when events and conferences were at first being cancelled, and then started to be delivered online, we were particularly concerned about our policy and advocacy work. So much of this has depended on our presentations - and presence - at sector conferences. However, I'm very pleased to report that in fact this was a highly successful year in terms of supporting or securing policy changes at an institutional, sectoral and public policy level. Examples include the Welsh Government releasing their videos under an open licence, the Scottish Government changing their image licence on Flickr to one that was compatible with Wikimedia Commons, and the National Lottery Heritage Fund changing their licensing policy to one that requires grant recipients to release their digital outputs on a CC-BY 4.0 licence.

January 2021 saw the 20th Anniversary of the English Wikipedia (the first Wikipedia to be launched). To celebrate, Wikimedia UK held an online 'Bake Off - Wiki Loves Cakes - judged by Sandy Toksvig. We also hosted a virtual party with over 150 attendees, featuring talks by Jimmy Wales as well as community leaders from across the UK. We will continue to celebrate the anniversary year throughout 2021 and have more events planned for the summer.

In reflecting on the past year, one of the most remarkable things for me is that the quantitative results for our activities have mostly increased compared to 2019/20. Moving our events online has actually enabled us to reach more people, as barriers to access in terms of time and travel are reduced. Of course, working exclusively online creates other access issues, and we are looking forward to having the freedom to hold in person events again, and to offer a hybrid programme that will enable more people to engage with our activities in a way that suits them.

Whilst I am looking forward, it's worth mentioning that during the summer and autumn of 2021 we will be developing our new strategic plan for 2022 to 2025. This will involve input from, and consultation with, Wikimedia UK's stakeholders including staff, trustees, volunteers, partners and others. At a personal and professional level, I remain deeply committed to Wikimedia UK's vision of achieving a more tolerant, informed and democratic society through open knowledge. I look forward to exploring how we can best achieve that over the next few years; in a world which will, I hope, be starting to recover from the devastating consequences of the pandemic and rebuilding itself in newer, fairer ways. In particular, I want us to ensure that our commitment to equity is manifested throughout our work, and that volunteers and the volunteer ethos remain at the forefront.

1. STRUCTURE, GOVERNANCE AND MANAGEMENT

Wikimedia UK is a charitable company limited by guarantee. It was incorporated on 5th November 2008 as company number 06741827; registered as a charity in England and Wales on 3rd November 2011; and registered as a charity in Scotland on 22 August 2018. Under its Articles of Association the company is governed by a Board of up to seven elected directors and up to four co-opted directors who are the charity trustees for charity law purposes. Terms for elected members are three years, with the possibility of re-election subject to a maximum continuous period of up to six years. Terms for co-opted England and Wales trustees are two years, with the possibility of re-appointment subject to a maximum continuous period of up to six years.

Wikimedia UK encourages all who support its charitable aims and objectives, and who are willing to abide by its membership rules, to join as voting company members. Admission to company membership is by online application to the Charity, with authority for agreeing new members delegated by the board to the Chief Executive. All members of the charity are entitled to stand for the board of trustees, and elections are held at our Annual General Meeting according to the election rules inscribed in our constitution. Co-opted board members can join at any time during the year and are appointed to meet specific skills gaps. Occasionally the charity will advertise for a new co-opted trustee, or they might be identified through our existing networks and members.

The Board is committed to best practice in charitable governance. All trustees are inducted to the charity through a programme of one-to-one meetings and formal external training where necessary. Trustees are also sent a trustee induction pack that combines external advice and key internal documents. Training and development opportunities are available to serving trustees throughout their time on the board, such as attendance of conferences and events for trustees in the voluntary sector, formal training in specific areas such as finance or copyright law, and participation in events and conferences organised by Wikimedia UK or the global Wikimedia movement. There are two formal board committees - the Audit and Risk Committee and the Governance Committee - which meet quarterly prior to full board meetings; both of which include specialist external members with full voting rights. There are also several less formally constituted Advisory Boards which many trustees also sit on. These currently include a Partnerships Advisory Board, Technology Advisory Board and Development Advisory Board.

The charity is managed on a day-to-day basis by the Chief Executive, with a Scheme of Delegation to facilitate fully accountable, effective and efficient management of the charity. Other key management personnel include the Director of Programmes and Evaluation, the Director of Finance and Operations and Head of Development and Communications. The latter is a new post, created in 2020. The Chief Executive's salary was initially set by the board on the advice of an external third sector recruitment agency, and is reviewed by the board. Salaries for other posts are set by the Chief Executive and reviewed annually as part of our annual budget planning cycle.

The company has a Chapter Agreement with the Wikimedia Foundation, the public non-profit organisation that operates Wikipedia and its sister websites and owns the Wikimedia trademarks. Each party agrees to support the work of the other and agrees not to engage in activities that might negatively impact the work or reputation of the other.

2. OBJECTS AND AIMS

The trustees confirm that they have complied with the duty in Section 17(5) of the Charities Act 2011 to have due regard to the general guidance issued by the Charity Commission on public benefit, including the guidance 'Public Benefit: Running a Charity (PB2)'. The Objects of the Charity are, for the benefit of the public, to promote and support the widest possible public access to, use of and contribution to Open Content of an encyclopaedic or educational nature or of similar utility to the general public, in particular the Open Content supported and provided by Wikimedia Foundation, Inc., based in San Francisco, California, USA.

Wikimedia UK believes that open access to knowledge is a fundamental right, and a driver for social and economic development. Wikimedia UK's strategy is informed by and supports the strategic direction of the global Wikimedia movement. Our work focuses on the knowledge and communities that have been left out by structures of power and privilege; breaking down the barriers that prevent people and organisations from accessing and contributing to free knowledge, and supporting the development of technical solutions to help eradicate inequality and bias on the Wikimedia projects. This commitment to knowledge equity is reflected in our strategy, culture and programme delivery.

Wikimedia UK is working towards the following long-term **outcomes**:

- Our work has significantly increased free, online access to knowledge and information
- Wikimedia reflects our diverse society and is free from systemic bias
- Learners in the UK are able to understand and effectively engage with open knowledge
- High levels of information literacy have strengthened civil society and democratic processes
- Wikimedia UK is recognised as a leading organisation for open knowledge

Our **strategic aims for 2019 - 2022** are to:

- Increase engagement with and representation of marginalised people and subjects
- Work with partners to develop digital, data and information literacy through Wikimedia
- Create changes in policy and practice that enable open knowledge to flourish
- Develop our capacity and profile as a leading organisation for open knowledge

We are currently delivering activities across four interconnected programme strands, which relate directly to our strategic aims. Given the significant impact of Covid-19 on our partners, supporters, contributors and ourselves, we decided to revisit the assumptions underpinning our current programme at our board awayday in September 2020. In particular, we took a fresh look at our external environment, and explored a number of emerging programmatic themes, including the climate crisis and health information. Whilst our overarching strategy for 2019 - 2022 remains relevant, our delivery models have changed significantly over the past year, and there has been a much stronger focus on organisational resilience and adaptability.

3. ACTIVITIES, ACHIEVEMENTS AND PERFORMANCE

PROGRAMME HIGHLIGHTS

2020 was an extraordinary year for everyone, and Wikimedia UK was no exception. However, as a charity we have a lot to be proud of over the past year, both in terms of how we responded to the pandemic - supporting our staff, volunteers and partners in the sudden pivot to online working - and in the innovative and impactful programme we have been able to deliver. Some of the highlights of our varied programme across the year include:

- Working with the London College of Communication's Student Changemakers programme to design and launch a new Decolonising Wikipedia Network
- Exploring the theme of threatened heritage, bearing in mind our new programmatic commitment to climate issues and drawing on our internal expertise in archaeology
- Building on the successful partnership model of content generation between Llên Natur (the nature website for Wales), Welsh Wikipedia and Wikidata to scale up this work into six other Celtic languages
- Working with Wikimedia Ireland to deliver Celtic Knot 2020 online, which had over 100 registered participants. The event offered a valuable mix of talks to inspire and inform attendees, and workshops/troubleshooting spaces to help attendees work through barriers they experience on their language wikis
- Organising and facilitating a movement strategy workshop focused on minority language communities
- Supporting and growing the Scots wiki editing community through a series of events and other interventions, following significant international media interest in the actions of a single editor
- Supporting the Wikimedian in Residence at the Society of Antiquaries of Scotland, who has extensively reviewed the work of the Society and produced a report detailing potential policy changes and a wide range of project ideas to engage with Wikimedia and embed open practices
- Designing and delivering an online version of our well regarded Train the Trainers programme, which was key to supporting the skills and resilience of our volunteer training community
- Supporting the ongoing collaboration between the Welsh Government, National Library of Wales and language enterprise MenterMon in the delivery of a Wikipedia-based education programme in Welsh secondary schools
- Supporting the high impact, innovative work developed and delivered by the Wikimedian at the University of Edinburgh, and launching a new booklet of case studies of Wikimedia in UK education in partnership with the University
- Successfully advocating for the Welsh and Scottish Governments to move significant elements of their content onto open licences, with both governments changing their images on Flickr to a Wikimedia-compatible licence, and the Welsh Government also releasing their videos on an open licence, over 200 of which have now been shared on Wikimedia.
- Working closely with the British Library to develop the internal case and secure funding for a second Wikimedian in Residence, who will be working within the Digital Scholarship Department but with a broad remit across the Library
- Presenting our work and policy positions at a wide range of online events and conferences, including the Creative Commons Global Summit and two Westminster Media Forum policy seminars
- Joining the National Lottery Heritage Fund's Licensing Review Advisory Group and securing a change of policy that means all digital outputs from NLHF funded projects are now required to be released under an open licence
- Supporting the UN's VERIFIED campaign against misinformation - particularly relating to vaccines - and helping to amplify key messages through the participation of our partners and allies

OVERVIEW OF METRICS

2020/21 was also an impressive year in terms of outputs. Wikimedia UK collects a wide range of data about our programmes, with five main 'global metrics' agreed with our major funder, the Wikimedia Foundation. The results of these were as follows:

- There were **8729 participants** in our programmes, compared to 7,475 in 2019/20 and a target of 7000. This includes people attending online events and conferences, participating in editing and other training sessions, and learning to edit the Wikimedia projects within a school or university setting.
- **761,672 articles** were added or improved, compared to 397,202 last year and a target of 250,000. Many of these were Wikidata articles, with around 645,000 items improved/edited by the Welsh Wikidata Scholar at the National Library of Wales.
- **31,696 volunteer hours** were recorded; with around half of these contributing to our knowledge equity programme strand, over 11,000 hours recorded as part of our digital literacy work, and the remainder (over 3000 hours) on policy and advocacy.
- Our total audience was **104,266** - an increase on previous years - including our social media followers, event participants and leading volunteers. This result reflects a renewed focus on our communications and increased profile and visibility around Wikipedia's 20th birthday.

The only global metric where we didn't exceed our target was newly registered editors, where we achieved **797** compared to a target of 1500. The pandemic affected this metric heavily, with fewer new participants at online training sessions (compared to in person events). There were also fewer students participating in Wikipedia in the Classroom, with many courses being paused or cancelled in response to the pandemic.

Some of the highlights of Wikimedia UK's other metrics include:

Volunteers

Based on the results of our annual community leaders survey, 100% of volunteers feel valued by Wikimedia UK, 95% would recommend Wikimedia UK and 87% have developed new skills as a result of their engagement with us over the past year.

Diversity

In 2020/21, around half (52%) of leading volunteers were women; which is broadly in line with the gender split between lead volunteers over the past five years, and something we are particularly proud of given that the Wikimedia community is generally quite male-dominated. This year, half of our events focused on underrepresented knowledge - in other words, they were focused on our first strategic aim which is about the engagement and representation of marginalised people and subjects.

Reach and Impact

We started measuring the reach of the content generated through our programme last year. In 2020/21, articles created or improved through our work received just under 15 million views, with images released through our partnerships receiving 1.425 billion views. We recorded 28 policy touchpoints during the year and 8 policy changes.

CHARITABLE ACTIVITIES

Wikimedia UK delivers a wide and varied programme in order to deliver on our strategic aims and objectives, and to achieve the metric results outlined above. Within this report, we include an overview of the work delivered under our four main budget lines for charitable activities: international working, external relations and advocacy, partnership programmes and volunteer support.

International Working

As one of the Wikimedia movement's largest and most established chapters, Wikimedia UK plays an active role in the international Wikimedia community. During 2020/21 this work fell into the following key areas:

Participation in international campaigns and initiatives

Unfortunately, many of our planned events for Art+Feminism 2020 had to be cancelled, as we were entering the UK's first national lockdown in March. We were pleased however that despite the pandemic, we had a very good response to Wiki Loves Monuments - the world's largest photographic competition - later in the year.

Movement strategy

In 2020 there should have been two key 'in person' moments to help turn the movement strategy recommendations into an implementation plan - the Wikimedia Summit in Berlin in April and Wikimania in Bangkok in August. As both of these events had to be cancelled, the Wikimedia Foundation instead initiated a series of online conversations in late 2020/early 2021. Wikimedia UK was involved in facilitating a number of these events. We also took a leading role in planning and delivering the global discussions relating to our key area of interest - and one of the priority areas emerging from community discussions across the movement - knowledge gaps and high impact topics. As we move into 2021/22 we have continued to play an active role in turning the strategy into concrete plans, as one of the largest affiliates in the movement and as thought leaders in the ongoing strategic development work.

Rebranding

The Wikimedia Foundation's rebranding project continued during the first half of 2020, with Wikimedia UK holding an online consultation meeting about the proposals and feeding into ongoing discussions with our own community and the Foundation. Following widespread community criticism about the Foundation's approach, they decided to pause the rebranding project in summer 2020. Early in 2021, they asked for movement leaders to advise an ad hoc board brand committee, and our Chief Executive was put forward by the other Executive Directors to represent Chapters in this group of community advisors.

Peer learning and support

As noted above, all in person events in 2020 were cancelled due to the pandemic. Despite this, Wikimedia UK continued to play a leadership role within the movement, advising and supporting many smaller affiliates on programmes activities, and facilitating a number of meetings between different senior staff from the Wikimedia Foundation and the other Chapters.

External Relations and Advocacy

External Relations at Wikimedia UK encompasses a range of activities including social media engagement, online creative content, the Wikimedia UK blog, fundraising and member communications, outreach to the press and print materials. This work relates to our strategic goal for 2019 - 2022 of developing our capacity and profile as a leading organisation for open knowledge. It also relates to our goal to create changes in policy and practice that enable open knowledge to flourish - overlapping with some of the objectives of our partnerships programmes in this area.

Online engagement

During the 2020/21 financial year we have grown our online audiences including social media followers. This growth was particularly towards the end of the year, as a result of increased capacity within external relations following the creation of, and appointment to, the new post of Head of Development and Communications; and as a result of communications activities in connection with Wikipedia's 20th birthday in January 2021.

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Media coverage

With limited communications capacity for much of the year, we were limited in the amount of media coverage that we could generate. However, our proactive PR work around the 20th birthday resulted in both print and broadcast coverage about Wikimedia UK. This included articles in First News (the UK newspaper for young readers) and digital platform The Federal, plus radio interviews on BBC Radio 4, BBC Radio Cymru, Times Radio and Radio France Internationale.

Events and conferences

Whilst Covid has meant the cancellation of all in person events from the middle of March onwards, our team attended - and often spoke at - a surprising number of online conferences. Our Chief Executive, Lucy Crompton-Reid, continues to be a key spokesperson for the charity. During the 2020/21 financial year she gave two presentations at Westminster Media Forum policy webinars - one looking at the future of copyright regulation in the UK and the other focused on arts and culture, particularly in the light of Covid-19. She also gave a presentation at the Creative Commons Global Summit on our work in partnership with the cultural sector to open up access to heritage content and to increase the representation of marginalised people and subjects on Wikimedia.

Print Materials

As staff were working remotely during most of the 2020/21 year, we produced limited print materials in the year - with a new Strategic Report (for 2019/20) in July 2020, and multilingual postcards for Scotland and Wales.

Public Policy

2020/21 has been unexpectedly rich in policy and advocacy activities, in spite of the lack of in person events. Some of these activities relate directly to the pandemic, whilst others related to our ongoing priorities including copyright policy and information literacy. We responded to formal consultations run by OSCR (the Scottish charity regulator, on the impact of Covid-19 on charities operating in Scotland), the National Data strategy consultation run by the UK Government's Department for Digital, Culture, Media and Sport, and the UKRI (UK Research and Innovation) consultation on the review of its Open Access Policy. We were particularly pleased that our Chief Executive was invited to join the National Lottery Heritage Fund's Licensing Review Advisory Group, which resulted in a change of policy that requires all digital outputs from NLHF funded projects to be released under an open licence.

Advocacy

Working to counter misinformation remained one of our key focus areas in 2020. Cross-sector interest in information literacy continues, and we're actively engaging with the relevant conversations; including a multi-partner initiative led by InformAll to encourage the recognition of information literacy as a key pillar of school education. We also supported the United Nations' VERIFIED campaign to tackle misinformation during the pandemic, particularly relating to vaccines; amplifying the key messages through our own social media and using our relationships to bring on board other organisations working in the field of media and information literacy including Ofcom, Mozilla and the Information Literacy Group.

Partnership Programmes

Wikimedia UK works in partnership with the cultural and education sectors to demystify and drive engagement in open knowledge. We are pleased to have delivered a well balanced programme of activities during 2020, including projects focused on the Celtic Knot languages, underrepresented heritage, gender gap, technology for underrepresented knowledge and digital literacies (including media, information and data literacy).

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Organisational resilience has been a key theme in 2020, after an initial period during which staff, volunteers and partners were trying to navigate the changes brought about by the pandemic and rapidly adapt projects and programmes to the new context. We have trialled new approaches, invested in supporting our community, and shared extensively with the Wikimedia movement. We continued to learn from delivering online events, experimenting with design, tools, and approaches. This meant clearer and better planned events for partner organisations, and a lot of learning and development for the team.

We continued to develop our relationship and programme delivery with our major partners (including working with the British Library, Science Museum, and other cultural institutions involved in the Arts and Humanities Research Council's Towards a National Collection programme. At the same time, we were able to engage with smaller, nimble organisations who have been responding dynamically to the lockdown context. For example, both Society of Antiquaries Scotland and Humanists UK were able to set up new Wikimedia projects in 2020, perhaps partly because they host Wikimedians in Residence who can direct them to innovative solutions.

As partnership programmes form the core of our delivery, there are many projects and activities that we could include here. Rather than being a comprehensive report, it is therefore a short summary of our work within different areas.

Minority and indigenous languages

Within our minority languages work we continue to focus on the Celtic Knot; and were particularly pleased to have made the early decision to move the annual Celtic Knot conference - held in partnership with Wikimedia Community Ireland in 2020 - to an online only event. This was highly successful, engaging with larger and more geographically dispersed audiences than previous in person conferences have been able to do, and acting as a 'proof of concept' for moving events online both for Wikimedia UK and the wider movement. Indeed, the greater accessibility and reach of online events has wider significance than in relation to minority and indigenous languages work. It has benefited our whole programme, as an unforeseen consequence of the pandemic, and is something that we will integrate much more strategically and purposefully into future activities.

During 2020/21, we continued to work with the Welsh editing community, and this year applied some of the technical developments initially created for the Welsh Wikipedia to other minority language wikis, such as the Cornish wiki. In a significant development, we also invested time and resources in supporting the Scots Wiki community.

Underrepresented heritage

Across this area of work we have been putting an increasing emphasis on decolonisation, focusing on content and communities that have not only been underrepresented on Wikimedia, but also historically deprioritised and misrepresented. We have deepened existing partnerships to deliver meaningful knowledge equity projects - for example the University of Edinburgh's Scotland, Slavery and Black History project, and the London College of Communication's Decolonising Wikipedia Network - and built connections with key organisations already active in the field.

Within our programmatic work focused on underrepresented heritage, and drawing on our internal expertise in archaeology, we have also been exploring the theme of threatened heritage. This often intersects with environmental issues, which is an angle we anticipate building on in our upcoming strategy (2022 - 2025).

Diverse contributors

Diversifying Wikimedia's contributors remains a key focus of our partnership work; running alongside and supporting our strategic aim to increase knowledge equity. Our latest annual community leaders survey shows that whilst we are achieving our targets in terms of gender, and a

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third of respondents reported having a physical or mental health condition, there was quite a strong skew towards people who are over 30, cisgender, white, with a post-graduate qualification within our volunteer community.

With this in mind, we are keen to support and develop a wide range of volunteers and communities who represent - and contribute to - knowledge that is currently missing. This includes speakers of indigenous and minority languages, migrants, women and LGBT+ communities, amongst others. As part of this work we are piloting and developing different models of engagement, including supporting some people's time through project grants where this will enable them to participate. People (and their knowledge) who are currently underrepresented in the Wikimedia movement are missing partly because they experience multiple barriers to participation. The knowledge that's underrepresented can also be harder to find and curate. Taking a proactive approach to inclusion can then mean, for example, allocating resources to fund research time, or enable participation by experts. Whilst we are mindful that this is a complex topic within Wikimedia, we are keen to explore it alongside the global movement - particularly in relation to strategic initiatives to increase sustainability.

Digital Literacy

During 2020 our work in higher education was, to some degree, a victim of the pandemic. The charity supported nine active Wikimedia courses during the year compared to 20 in the previous year. However, at the University of Edinburgh - where there is a long term Wikimedian in post - both formal and informal activities for students as continued; demonstrating the value of having an embedded presence within an institution. The work supported by Wikimedia UK in secondary schools in Wales continued to some degree, although this was also somewhat impacted by Covid.

Volunteer Support

Investing in the resilience of our volunteer community has been a strong focus in 2020/1. Within the challenging context of the global pandemic and accompanying lockdowns, health concerns and economic fallout, we wanted to maintain the connection with our community leaders, while also helping them build skills necessary to adapt to the lockdown reality. Our work with volunteers can be broadly categorised as follows:

Online community building and training

We have supported our communities by creating online meeting spaces and peer networks for them. Designing and delivering an online Train the Trainers course was a key step in developing the skills and resilience of our volunteer trainers, most of whom reported feeling much more equipped and confident to deliver online editing and other workshops after this training. We also noted that meetups organised by and for the community were generally better attended, as moving these online enabled people who would not otherwise have participated (due to the cost or time of travel, or other factors) to do so.

Project grants

Our small grants for volunteers supported a range of activities included the provision of prizes for a Summer De-stubathon organised by a volunteer (where editors turn 'stub' pages into full articles); books and reference materials to support the creation of new articles; hardware to ensure that a volunteer-created Pi Bot (an automated account that makes repetitive edits to various Wikimedia projects that would be very tedious to do manually) is able to run more reliably; and editing activities run by the Wikipedia Collaboration of Dental Schools.

Supporting indigenous language contributors

In 2020/21 we put an increasing emphasis on supporting volunteer editors contributing to Celtic Knot language Wikipedias. This included training on Wikidata and Quick Statements for Welsh

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editors, technical support and community building for the Cornish Wikipedia, and close collaboration with the Scots wiki community following a high profile issue regarding a specific editor.

Annual survey

In order to learn from our community and support volunteers more effectively, we run an annual community leaders survey at the end of each financial year. We had a good response rate to the survey in January 2021 and generally very positive feedback. 100% of respondents said that they would recommend Wikimedia UK, compared to 88% last year, and 100% also reporting that they felt appreciated by the charity, compared to 84% last year. Of those who received training from Wikimedia UK, 89% felt that this was relevant to their needs - compared to 92% last year - and 87% had developed new skills as a result of their involvement with us, compared to 82% in 2019/20.

4. FUTURE PLANS

Wikimedia UK generally develops an annual delivery plan for the year ahead in the autumn/winter of the preceding year. Given the significant impact of Covid-19 on the charity as well as on our partners, supporters and contributors, we decided to revisit the assumptions underpinning our existing programme at the board away day in September 2020. In particular, we took a fresh look at our external environment, and explored a number of emerging programmatic themes.

In the light of the pandemic and particularly the shift to remote/online activities, a clear need for a lighter and more flexible programme has emerged, with a new focus on organisational resilience.

In 2021/22, the final year of our three strategy covering the period February 2019 - January 2022, Wikimedia UK will continue to deliver work across four separate but highly interconnected programme strands, which relate to our strategic aims. An overview of our plans under each programme is included below.

Programme One: Increasing Knowledge Equity

Wikimedia UK has been focused on underrepresented knowledge for the past five years, with this work coalescing around the key themes of underrepresented cultural heritage, minority languages, the gender gap and diverse contributors. The movement for equality and civil rights is facing significant challenges worldwide and we believe that open knowledge and knowledge equity have a central role to play in securing social justice for all.

Over the past two years, we have also been developing a particular thematic focus on decolonisation, both as this affects cultural institutions (decolonising collections) and the education sector (decolonising curricula). In Autumn 2020, we commissioned a piece of research into the way in which non-western visual arts are covered on Wikimedia, to test our assumptions about how certain types of content is represented. We hope that this research will inform our programme in 2021, and possibly serve as a template for exploring other knowledge gaps.

Programme Two: Developing Digital Literacy

In the UK, as in other parts of the world, societal fragmentation is increasing, driven by media and political polarisation, and fuelled by misinformation and disinformation. Wikimedia can play an important role in combatting these issues, and in developing the information and media literacy skills that are fundamental to a well functioning civil society. Wikimedia UK believes that engaging with the Wikimedia projects – particularly through becoming a contributor – enables learners to understand, navigate and critically evaluate information as well as develop an appreciation for the role and importance of open education. Using Wikimedia in the curriculum can teach students key skills in information literacy, collaboration, writing, editing, information synthesis, source evaluation and data science.

With many pupils unable to attend school for long periods of 2020 and early 2021, there has been increased awareness of home-schooling and the importance of access to free, accurate online information. At the same time, this year has seen higher than ever levels of misinformation - with Ofcom (the UK communications regulator) reporting that young people are the most affected - and a further decline in trust in the news media, according to Reuters Institute for the Study of Journalism. Within this context, working with school-age students is becoming an increasing priority. Planned activities in this area for 2021 include a joint information and media literacy project for 16 - 18 year olds with social enterprise Shout Out UK (subject to external funding), as well as a continuation of the ground-breaking education work being delivered in Wales with our partners Menter Mon.

Programme Three: Changing Policy and Practice

This programme is about the changes that we are working towards at an institutional, sectoral and public policy level to enable open knowledge to flourish. It involves a wide range of activities and local, national and international partnerships across a range of sectors, with a particular focus on culture, education, the open movement and civil society. Our Wikimedians in Residence are particularly crucial in helping us to achieve institutional change, advocating for open policies and practice and working to develop and embed these to ensure sustainability.

At a sector wide and public policy level, our policy priorities in 2021 will be around open licensing (particularly in the context of Brexit and the UK Government's decision not to adopt the EU Copyright Directive); knowledge equity (a key strategic priority for both Wikimedia UK and the wider Wikimedia movement); and misinformation. Some of our emerging plans around the latter theme include participation in a UK based working group to influence future policy on school education and curriculum content, and involvement in a cross-sector transatlantic group on misinformation relating to barriers to COVID-19 vaccine takeup.

Wikimedia UK continues to contribute financially and strategically to the work of the EU Free Knowledge Advocacy Group, although inevitably our involvement is considerably less than it used to be prior to Brexit. This group has defined a new strategic goal, which is that Wikimedia shapes crucial conversations on legislation that concerns our movement. Within this overarching goal there are two concrete objectives, which are to be the voice of 'good tech' and self-governing communities; and to bring evidence-based expertise to keep the internet open. The group's public policy priorities in 2021 are the Digital Services Act, Artificial Intelligence (AI) and Data Governance, as well as to wrap up work on the Terrorist Content Regulation, E-evidence and the transposition of the Copyright Directive into individual country legislation.

Programme Four: Growing Wikimedia UK's Profile and Capacity

Our fourth strategic aim is focused on developing Wikimedia UK's capacity and profile, as this underpins the success of all of our other work. Some of the activities that fall under this programme strand are largely externally focused - such as volunteer development and international working - while others are more internal, such as fundraising and organisational development. As highlighted above, in the context of the pandemic we have been particularly focused on our own organisational resilience and capacity, and supporting that of our partners. We have also been placing more of an emphasis on documenting and communicating our work, particularly regarding our learning around online delivery and new models of engagement.

The cultural and education sectors, with whom Wikimedia UK works most closely, have arguably been the most profoundly affected by the pandemic and accompanying shutdown in the UK (with the obvious exception of the medical profession and other frontline workers). We were already concerned about the impact of Brexit on both of these sectors, but now the pandemic has brought existential challenges to many cultural organisations and higher education institutions which will take some years to play out fully. Within this context, and given the extent to which our programme delivery is supported and largely funded by our partners, the need to establish a sustainable business model underpinned by diverse and stable funding becomes even more imperative. To this end, we are very pleased and grateful to have been awarded additional funding from the Wikimedia Foundation towards the development of our fundraising capacity over the next few years.

Strategic Planning for 2022 - 2025

Work on the charity's strategic plan for 2022 to 2025 will be starting in Summer 2021 and culminating in early 2022, and will involve discussion and consultation with staff, trustees, volunteers, partners and other stakeholders.

5. FUNDRAISING

Wikimedia UK receives around half of our funding in the form of an unrestricted grant from the Wikimedia Foundation. The majority of the remainder of our cash income is raised largely through individual donations; either by direct debit, or through other payment mechanisms such as Paypal or credit card. Donations received through digital platforms such as Facebook and Amazon Smile represent a small but growing proportion of our income. We also record gifts in kind, the majority of which are related to our partners' expenditure on Wikimedians in Residence.

In 2021/22 our Annual Plan Grant from the Wikimedia Foundation, at £345,000, has increased by £10,000 (approximately 3%). At the time of writing this report, the Foundation has recently published a new grants strategy, and the process for applying for funding in 2022/23 is not yet clear. However, chapters who are in receipt of an Annual Plan Grant have been given verbal assurances that no funding cuts are currently planned. As indicated above, in 2020 we were also awarded an additional restricted grant of £120,000 from the Wikimedia Foundation, to support the development of our own fundraising capacity over the next three years.

In October 2020 Wikimedia UK appointed a Head of Development and Communications; a new post, created to lead a small team in the development and delivery of our fundraising and external relations activities. This post is part-funded by the capacity-building grant from the Wikimedia Foundation. In January 2021, we appointed a new full time Fundraising Development Co-ordinator - funded entirely through this grant - to join this team and support the growth of voluntary income.

Wikimedia UK is registered with the Fundraising Regulator - the independent regulator of charitable fundraising in England, Wales and Northern Ireland - and is fully compliant with that scheme. No third parties (such as freelance fundraisers or commercial participators) undertake fundraising on Wikimedia UK's behalf. The charity received no complaints about our fundraising activities during the 2020/21 financial year.

6. FINANCES AND RISK

Wikimedia UK ended the financial year 2020/21 with a surplus on unrestricted funds of £52,176 (2020: £10,306). Income and the surplus on restricted funds amounted to a further £121,000. Compared with 2019/20, out of a total unrestricted income that was slightly up, at 746,439 (2020: £734,671), our charitable expenditure on projects was somewhat lower than the previous year, £615,617 (2020: £672,290). Income from charitable activities and charitable expenditure on projects include £154,412 (2020: £155,745) of gifts-in-kind.

The board of trustees agreed a breakeven budget for the 2021/22 financial year at the March 2021 board meeting. This included cautious projections for voluntary income, taking into account expected shrinkages across the charity sector in 2021. It also includes a new grant from the National Lottery Heritage Fund, confirmed in March 2021, to deliver a connected heritage project over the next two years. Expenditure levels are similar to previous years, except in staff, where some positions are now supported through restricted grants.

Reserves

A level of general reserves is required to buffer the charity from financial risks including delay on receipt of grant or reduction in grant or income from donations, while other sources of income are sought. Reserves are also held, should the trustees deem it necessary or desirable to designate funds for particular or exceptional purposes or to reorganise or close parts or all of the operations of the charity.

WIKIMEDIA UK
TRUSTEES' ANNUAL REPORT
FOR THE YEAR ENDED 31 JANUARY 2021

During 2020 the charity reviewed its existing approach to calculating an annual reserves target and made some significant changes. Our new Reserves Policy - approved by the board in December 2020 - is based on a risk-based methodology. It states that the annual calculation of a target range of unrestricted reserves is based on an analysis of the potential financial risks facing the organisation and the losses or costs that would occur if the risk that would cause the greatest draw on our reserves materialised. The reserves target includes an additional four weeks of operating costs, to recognise the likelihood of a short time lag between a risk materialising and the charity being able to make and enact decisions in response.

A prudent assessment of the potential financial impact of risk events on reserves during the financial year 2021/22 is estimated at £195k, based on the new methodology agreed by the board and taking the failure of our main bank, Unity, as the principal risk. Adding an additional four weeks of operating costs, in accordance with our policy, brings this figure to £245k. Our optimal reserves range for the year - enabling us to strike an appropriate balance between the need to spend income when it is received and maintain operational integrity - is therefore assessed as being between £220k and 270k.

Our year-end free reserves (which excludes fixed assets), at £285,093 against the previous year-end's free reserves of £231,669, are at the upper end of this range. On that basis, at the March 2021 board meeting the trustees agreed a proposal to create a designated fund of £20,000 for programme delivery costs.

Risk Management

The risk register is maintained and updated on a quarterly basis by the Chief Executive, and reviewed by ARC before discussion of any key risks by the whole board of trustees. At the start of the 2020/21 financial year, the threat of a global pandemic was still an emerging risk. Covid-19 related risks, which grew in significance in the first quarter of the financial year, included the impact of the shutdown and economic recession on our partners (which could lead to a reduction in Gifts and Kind and a significant impact on programme delivery) as well as on our own ability to raise funds. Probably the clearest area in which this risk has materialised to some degree is in our education programme, as a number of planned Wikipedia courses were postponed or cancelled. However, we are very pleased that we have been able to continue delivering a varied and full programme, and that so far the impact on our own fundraising has been negligible.

Aside from the concerns relating to the pandemic, as we started the financial year 2020/21 the major risks to the organisation were perceived to be damage to public profile as a result of an issue related to Wikipedia or the Wikimedia movement, and a reduction in our Annual Plan Grant due to changing strategic priorities of the Foundation or decreased revenue. Neither of these risks materialised during the financial year but remain major risks. The other major risk to the organisation in 2021/22, as assessed in February 2021, is the potential impact of Covid-19, economic recession and/or Brexit on our partner institutions leading to a decrease in the charity's activity, reach and impact.

As described above, the organisation's target reserves level is now determined on an annual basis by an assessment of our financial risks. It's worth noting that the biggest financial risk to the organisation in 2021/22 is judged to be the failure of our major bank, Unity Trust Bank; however this is not, in itself, considered to be a major risk.

7. STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees' report and financial statements in accordance with applicable law and United Kingdom Accounting Standards. Company law requires the trustees to prepare financial statements for each financial period that give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period.

In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable United Kingdom Accounting Standards have been followed subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on a going-concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the charity, enabling them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

So far as each of the directors at the time the report is approved are aware:

- There is no relevant audit information of which the auditors are unaware and;
- They have taken all the steps they ought to have taken to make themselves aware of any relevant information and to establish that the auditors are aware of that information.

Signed on behalf of the Board, as approved on 17th June 2021



Nick Poole
Chair of the Board

AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK
FOR THE YEAR ENDED 31 JANUARY 2021

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK

Opinion

We have audited the financial statements of Wikimedia UK (the 'charitable company') for the year ended 31 January 2021 which comprise Statements of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 January 2021 and of the charity's incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the trustees' annual report. Our opinion on the charitable company

AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK FOR THE YEAR ENDED 31 JANUARY 2021

financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report, which includes the strategic report and the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report and the directors' report included within the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 require us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going

AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK FOR THE YEAR ENDED 31 JANUARY 2021

concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtained an understanding of the charitable company and the sector in which they operate to identify laws and regulations that could reasonably be expected to have a direct effect on the financial statements. We obtained our understanding in this regard through discussions with management, industry research and experience of the sector.
- We determined the principal laws and regulations relevant to the charitable company in this regard to be those arising from the Companies Act 2006, Charities Act 2011, Charities and Trustee Investment (Scotland) Act 2005, Financial Reporting Standard 102, and relevant employee legislation.
- We designed our audit procedures to ensure the audit team considered whether there were any indications of non-compliance by the charitable company with those laws and regulations. These procedures included, but were not limited to enquiries of management, and the review of minutes.
- We also identified the risks of material misstatement of the financial statements due to fraud. We considered, in addition to the non-rebuttable presumption of a risk of fraud arising from management override of controls, that valuation of donations in kind was also a risk. We reviewed the assumptions and judgements made by management with no issues arising.
- As in all of our audits, we addressed the risk of fraud arising from management override of controls by performing audit procedures which included, but were not limited to: the testing of journals; reviewing accounting estimates for evidence of bias; and evaluating the business rationale of any significant transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK
FOR THE YEAR ENDED 31 JANUARY 2021

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Alastair Duke (Senior statutory auditor)
For and on behalf of PKF Littlejohn LLP
Statutory Auditor

15 Westferry Circus
Canary Wharf
London E14 4HD

7 July 2021

PKF Littlejohn LLP is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006

WIKIMEDIA UK
STATEMENT OF FINANCIAL ACTIVITIES
INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 JANUARY 2021

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2021 £	Total Funds 2020 £
INCOME FROM:					
Grants	3	335,000	120,000	455,000	336,980
Donations & legacies	4	251,748	1,000	252,748	239,825
Charitable activities	6	154,412	-	154,412	155,745
Investments	5	227	-	227	312
Other	7	5,052	-	5,052	1,809
Total Voluntary Income		746,439	121,000	867,439	734,671
EXPENDITURE					
Raising Funds	8,9	78,646	-	78,646	52,075
Charitable activities:	9				
International Chapter Support		24,360	-	24,360	31,587
External relations		68,102	-	68,102	88,174
Programmes		416,023	-	416,023	420,012
Volunteer Support		107,132	-	107,132	132,517
Total expenditure		694,263	-	694,263	724,365
Net income		52,176	121,000	173,176	10,306
Taxation		-	-	-	-
Net income		52,176	121,000	173,176	10,306
Reconciliation of funds:					
Fund balances at 31 January 2020		238,044	-	238,044	227,738
Fund balances at 31 January 2021		290,220	121,000	411,220	238,044

WIKIMEDIA UK
BALANCE SHEET
AS AT 31 JANUARY 2021

	Notes	£	2021 £	£	2020 £
FIXED ASSETS					
Tangible Assets	17		5,127		6,375
CURRENT ASSETS					
Debtors	11	36,799		40,989	
Cash at bank and in hand		<u>646,989</u>		<u>419,672</u>	
		683,788		460,661	
Creditors: amounts falling due within one year	12	<u>(275,647)</u>		<u>(228,992)</u>	
NET CURRENT ASSETS			408,141		231,669
Creditors: amounts falling due after one year	12		<u>(2,048)</u>		-
NET ASSETS			<u>411,220</u>		<u>238,044</u>
FUNDS					
Unrestricted funds			290,220		238,044
Restricted funds			<u>121,000</u>		-
TOTAL CHARITY FUNDS			<u>411,220</u>		<u>238,044</u>

These financial statements have been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

Approved by the Board of Trustees on 17th June 2021 and signed on its behalf by



Treasurer

Company Registration No. 06741827

The notes on pages 26 to 36 form an integral part of these accounts.

WIKIMEDIA UK
 STATEMENT OF CASH FLOWS
 FOR THE YEAR ENDED 31 JANUARY 2021

	Notes	Total Funds 2021 £	Total Funds 2020 £
Net cash provided by operating activities	18	230,244	205,535
Cash flows from investing activities:			
Interest	5	227	312
Purchase of fixed assets	17	<u>(3,154)</u>	<u>(4,110)</u>
Net cash used in investing activities		<u>(2,927)</u>	<u>(3,798)</u>
Change in cash and cash equivalents in the year		227,317	201,737
Cash and cash equivalents brought forward		419,672	217,935
Cash and cash equivalents carried forward		<u>646,989</u>	<u>419,672</u>

1 ACCOUNTING POLICIES

a) Accounting Framework

These financial statements are prepared on a going concern basis, under the historical cost convention. At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements. The trustees have considered the impact of the COVID-19 outbreak and the measures taken to contain it when forming their assessment of going concern. Although the ultimate impact of the outbreak cannot be assessed with certainty, because of the nature of the operations, the trustees do not consider that the outbreak will impact the ability of the charity to continue in business and meet its liabilities as they fall due for at least twelve months from the date of approval of the financial statements.

The Charitable Company is a public benefit entity for the purposes of FRS 102 and therefore the charity prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), including Update Bulletins 1 & 2, and the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

b) Income

Grant and donation income is included in the Statement of Financial Activities once there is entitlement, the economic benefit is considered probable, and the amount can be reliably quantified.

c) Expenditure

Expenditure is charged inclusive of Value Added Tax.

d) Allocation of staff costs to projects and apportionment of governance and support costs

Staff costs attributable to project-work as direct costs and staff costs, other overheads apportionable as support costs and governance costs, have been allocated to the expenditure headings in the Statement of Financial Activities as follows:

Staff time spent on carrying out each project's activity, or on fundraising, has been determined from returns by staff for each month and evaluated at the individual's total salary cost to calculate the actual cost of direct staff time spent for each activity.

Governance and support costs have been apportioned pro rata to total direct costs per activity. An analysis of governance and support costs and the results of these attributions and apportionments are given in note 9.

e) Volunteers

The trustees gratefully acknowledge the significant contribution made by volunteers who gave freely of their time (totalling 31,696 hours) and expertise.

f) Fixed Assets

Individual items or sets of related items costing over £500 are capitalised.

The rates and bases used during the year were as follows:

Computer equipment	33.33% straight line
Furniture	33.33% straight line
Leasehold improvements	33.33% straight line

g) Investments

The Charity's wholly owned subsidiary company, Cultural Outreach Limited, is the holder of intellectual property rights donated for the work of the Charity. As the company is dormant and its assets are immaterial to the group, consolidated accounts have not been prepared.

h) Grants Awarded

Grants awarded by the Charity are recognised in full as expenditure on charitable activities in the Statement of Financial Activities in the period in which a binding commitment arises.

i) Gifts In Kind

(i) Tangible gifts-in-kind

Tangible gifts-in-kind are recognised at their fair value.

(ii) Donated services or facilities

Donated services or facilities are recognised at their estimated value to the charity where the value is quantifiable and measurable. The valuation basis is the price the charity estimates it would pay in the open market for a service or facility of equivalent utility.

(iii) Wikimedians in Residence

Where either

- (a) a grant is made under an agreement in respect of a Wikimedian in Residence and the host organisation contributes towards the cost, or
- (b) a grant has been made for our benefit by another grant maker direct to that host institution

a gift-in-kind is recognised equal in value to the amount the charity would have been willing to pay to secure the residency.

j) Pensions

The charity provides a defined contributions pension scheme for its employees and contributions payable for the year are charged to the Statement of Financial Activities.

k) Financial instruments

Cash and cash equivalents include cash at banks and in hand and short term deposits with a maturity date of three months or less.

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. The company had no other (i.e. non-basic) financial instruments as at the year-end.

l) Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. There are no estimates or judgments that have a material effect on amounts recognised in the financial statements.

WIKIMEDIA UK
 NOTES TO THE FINANCIAL STATEMENTS
 FOR THE YEAR ENDED 31 JANUARY 2021

2 NET INCOME

Net income is stated after charging the following:

	2021	2020
	£	£
Auditor's fees	7,440	8,800
Tax return services	600	600
	<u>8,040</u>	<u>9,400</u>
Depreciation - see note 17	<u>4,402</u>	<u>4,692</u>

3 GRANTS RECEIVABLE

	2021	2020
	£	£
Wikimedia Foundation Inc	<u>455,000</u>	<u>336,980</u>

4 DONATIONS AND LEGACIES

	2021	2020
	£	£
Major gifts	26,891	28,396
Other cash donations	205,873	193,643
Gift Aid	19,984	17,786
	<u>252,748</u>	<u>239,825</u>

5 INVESTMENT INCOME

	2021	2020
	£	£
Bank interest	<u>227</u>	<u>312</u>

6 INCOME FROM CHARITABLE ACTIVITIES

Gifts in kind income recognised in the year includes:

Donor	Nature of gift	2021	2020
		£	£
Edinburgh University	Wikimedian in Residence host costs	46,607	44,893
National Library of Wales	Wikimedian in Residence host costs	52,690	49,241
Bodleian Libraries	Wikimedian in Residence host costs	-	17,398
Scottish Library & Information Council	Wikimedian in Residence host costs	-	960
Menter Mon	Wikimedian in Residence host costs	-	23,333
Banner Repeater	Wikimedian in Residence host costs	7,184	8,979
Coventry University	Wikimedian in Residence host costs	16,411	10,941
Society of Antiquaries Scotland	Wikimedian in Residence host costs	4,000	-
Khalili Collections	Wikimedian in Residence host costs	12,000	-
Science Museum	Wikimedian in Residence host costs	14,000	-
		152,892	155,745
Coventry University	Wiki Education Summit Venue	1,520	-
		154,412	155,745

7 OTHER INCOME	2021	2020
	£	£
Miscellaneous	5,052	1,809

8 RAISING FUNDS	2021	2020
	£	£
Direct costs - external	12,988	13,184
Direct costs - staff	38,433	20,203
Management & Administration costs	27,225	18,688
	78,646	52,075

Fundraising external direct costs includes £11,435 paid as fees for the processing of donations received by direct debit (2020: £11,908)

9 ANALYSIS OF EXPENDITURE AND SUPPORT COSTS

	Raising funds	External relations	International working	Partnership programme	Volunteer support	2021 Total
	£	£	£	£	£	£
Direct costs	12,988	8,570	265	169,264	3,010	194,097
Direct staff costs	38,433	35,957	15,662	102,740	67,036	259,828
Total direct costs	51,421	44,527	15,927	272,004	70,046	453,925
Governance and support costs						
Office costs	10,957	9,488	3,394	57,962	14,926	96,727
Governance	3,629	3,142	1,124	19,196	4,943	32,034
Finance and reporting	4,027	3,487	1,247	21,300	5,485	35,546
Other	4,034	3,494	1,250	21,343	5,496	35,617
Other staff costs	4,578	3,964	1,418	24,218	6,236	40,414
Total support costs	27,225	23,575	8,433	144,019	37,086	240,338
Total costs	78,646	68,102	24,360	416,023	107,132	694,263

2020 ANALYSIS FOR COMPARATIVE

	Raising funds	External relations	International working	Partnership programme	Volunteer support	2020 Total
	£	£	£	£	£	£
Direct costs	13,184	13,416	2,165	170,156	12,270	211,191
Direct staff costs	20,203	43,116	18,087	99,129	72,692	253,227
Total direct costs	33,387	56,532	20,252	269,285	84,962	464,418
Governance and support costs						
Office costs	8,219	13,915	4,985	66,288	20,914	114,321
Governance	3,237	5,481	1,963	26,108	8,237	45,026
Finance and reporting	2,275	3,853	1,380	18,351	5,790	31,649
Other	4,194	7,102	2,544	33,829	10,673	58,342
Other staff costs	763	1,291	463	6,151	1,941	10,609
Total support costs	18,688	31,642	11,335	150,727	47,555	259,947
Total costs	52,075	88,174	31,587	420,012	132,517	724,365

The basis of apportionment of support costs is provided in note 1(d) on page 26.

10 ANALYSIS OF PROGRAMMES DIRECT COSTS

The following gifts in kind expenditure, grants made and other costs were incurred by the charity in respect of Wikimedians in residence and other partnerships in the year.

	Gifts in kind expenditure	Grants made	Other costs	2021 Total
	£	£	£	£
Edinburgh University	46,607	-	-	46,607
National Library of Wales	52,690	500	-	53,190
Banner Repeater	7,184	5,000	-	12,184
Coventry University	16,411	-	-	16,411
Society of Antiquaries of Scotland	4,000	-	-	4,000
Khalili Collections	12,000	-	-	12,000
Science Museum	14,000	-	-	14,000
Other direct costs	-	-	10,872	10,872
	<u>152,892</u>	<u>5,500</u>	<u>10,872</u>	<u>169,264</u>

2020 ANALYSIS FOR COMPARATIVE

	Gifts in kind expenditure	Grants made	Other costs	2020 Total
	£	£	£	£
Edinburgh University	44,893	-	-	44,893
National Library of Wales	49,241	-	-	49,241
Bodleian Libraries	17,398	-	-	17,398
Scottish Library & Information Council	960	-	-	960
Menter Mon	23,333	-	-	23,333
Banner Repeater	8,979	-	-	8,979
Coventry University	10,941	-	-	10,941
Society of Antiquaries of Scotland	-	5,000	-	5,000
Other direct costs	-	-	9,411	9,411
	<u>155,745</u>	<u>5,000</u>	<u>9,411</u>	<u>170,156</u>

WIKIMEDIA UK
 NOTES TO THE FINANCIAL STATEMENTS
 FOR THE YEAR ENDED 31 JANUARY 2021

11 DEBTORS	2021	2020
	£	£
Prepayments	11,636	12,776
Other debtors	20,355	24,433
Gift aid receivable	4,808	3,780
	<u>36,799</u>	<u>40,989</u>

Other debtors includes £20,000 rent deposit repayable after more than one year

12 CREDITORS	2021	2020
	£	£
Trade creditors	3,816	7,874
Accruals	11,284	10,006
Taxation and social security	10,693	8,902
Rent free period - short term	3,683	2,047
Pension contributions	2,588	2,371
Company Cards	2,083	2,185
Deferred Income	241,500	195,607
Amounts falling due within one year	<u>275,647</u>	<u>228,992</u>
Rent free period - long term - 1-2 years	2,048	-
Rent free period - long term - 2-5 years	-	-
	<u>2,048</u>	<u>-</u>
Total creditors	<u>277,695</u>	<u>228,992</u>

13 RELATED PARTY TRANSACTIONS

There were no related party transactions.

14 OPERATING LEASES

At 31 January 2021, Wikimedia UK had total minimum lease payments under operating leases as set out below:

Equipment	2021	2020
	£	£
Amount due within 1 year	1,056	1,056
Amount due in 1-5 years	352	1,408
Land and Buildings		
Amount due within 1 year	52,252	28,022
Amount due in 1-5 years	30,480	-
	<u>84,140</u>	<u>30,486</u>

15 ANALYSIS OF STAFF COSTS AND STAFF NUMBERS

The average number of employees in Wikimedia UK in the year to 31 January 2021 was as

	2021	2020
	No.	No.
Full-time	6	7
Part-time	4	4
	<u>10</u>	<u>11</u>
 Total employee costs were as follows:	£	£
Salaries	343,110	340,735
National insurance	30,963	30,612
Pension contributions - see note 1(j)	20,258	20,448
Redundancy pay	-	3,091
	<u>394,331</u>	<u>394,886</u>

The number of employees with total employee benefits of more than £60,000 was:

	No.	No.
£80,000 - £89,999	-	1
£90,000 - £99,999	1	-

16 THE COST OF KEY MANAGEMENT PERSONNEL AND TRUSTEE REMUNERATION AND EXPENSES

The key management personnel of the charity comprise the Trustees, the Chief Executive, the Director of Finance and Operations, the Director of Programmes and Evaluation and the Head of Development & Communications. The total cost of employee benefits of the key management personnel was £210,208 (2020: £176,406).

No trustee received any remuneration or other benefit from employment by Wikimedia UK during the year nor any payment for professional or other services supplied to the charity (2020: none). Expenses amounting to £626 (2020 - £3,899) were paid to or on behalf of 4 (2020 - 7) trustees during the year in respect of travel, accommodation, subsistence and conferences (2020 - travel, accommodation, subsistence and conferences).

17 TANGIBLE FIXED ASSETS

	Computer Equipment	Furniture	Leasehold Improve- ments	Total
Cost	£	£	£	£
At 1 February 2020	19,738	3,640	4,762	28,140
Additions	2,385	769	-	3,154
Disposals	-	-	-	-
At 31 January 2021	<u>22,123</u>	<u>4,409</u>	<u>4,762</u>	<u>31,294</u>
Depreciation				
At 1 February 2020	14,585	3,344	3,836	21,765
Charge for year	3,159	317	926	4,402
Disposals	-	-	-	-
At 31 January 2021	<u>17,744</u>	<u>3,661</u>	<u>4,762</u>	<u>26,167</u>
Net Book Value				
At 31 January 2021	<u>4,379</u>	<u>748</u>	<u>-</u>	<u>5,127</u>
At 1 February 2020	<u>5,153</u>	<u>296</u>	<u>926</u>	<u>6,375</u>

18 Reconciliation of net movement in funds to net cash flow from operating activities

	2021	2020
	£	£
Net movement in funds	173,176	10,306
Add back depreciation	4,402	4,692
Add back loss on disposal	-	-
Deduct interest income	(227)	(312)
Decrease (increase) in debtors	4,190	(2,322)
Increase (decrease) in creditors	48,703	193,171
Net cash used in operating activities	<u>230,244</u>	<u>205,535</u>

19 Summary of fund movements

Fund name	Fund balances b/fwd £	Income £	Expenditure £	Fund balances c/fwd £
Unrestricted fund	238,044	746,439	694,263	290,220
Restricted Funds				
Fundraising	-	120,000	-	120,000
Train the trainers	-	1,000	-	1,000
Total restricted funds	<u>-</u>	<u>121,000</u>	<u>-</u>	<u>121,000</u>
Totals Funds	<u>238,044</u>	<u>867,439</u>	<u>694,263</u>	<u>411,220</u>

