

ICANNWiki

707 SW Washington St., Suite 1100, Portland, OR 97205

MISSION

giving everyone a voice in the future of the internet

ICANNWiki
707 SW Washington St, Ste 1100
Portland, OR 97205

December 5, 2017

Akram Atallah
ICANN
12025 Waterfront Drive, Suite 300
Los Angeles, CA 90094-2536 USA

Dear Akram,

ICANNWiki is a 501(c)(3) nonprofit, based in Portland, Oregon whose mission is to give everyone a voice in the future of the Internet. Since 2005, we've done this by always supporting the ICANN community in a transparent, neutral, and welcoming manner.

As you know, ICANN currently provides \$100,000 per year in funding for ICANNWiki. We are truly grateful for this support.

Your contribution is matched by \$167,100 in both cash and in-kind contributions from other companies and individuals who see value in the project.

Together we are continually building ICANNWiki as an indispensable resource for the community. We've calculated its annual services to value \$505,959. This should be considered alongside its indirect value and the real sense of fun and community it creates.

We'd like to continue to be of strategic value to the ICANN community and that's why we've asked for your attention. What follows is an analysis of what your support brings back to the community through ICANNWiki.

Thank you,



Ray King
Founder & Board Chair



Jackie Trieber
Co-Executive Director



Dustin Phillips
Co-Executive Director

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ANNUAL CONTRIBUTIONS TO ICANNWIKI

Contributions from ICANN and its community are essential to the success of ICANNWiki. Our global and diverse support for our mission comes in the form of financial, in-kind, and volunteer effort.

ICANN		\$100,000	
Matching Sponsorships			
Afilias	\$6,000		
Amazon	\$15,000		
DotAfrica	\$6,000		
Donuts	\$4,000		
Fairwinds Partners	\$3,000		
Google	\$3,000		
INTA	\$1,500		
NIC.PR	\$10,000		
Nominet	\$6,500		
Public Interest Registry	\$6,000		
Matching Sponsorships Subtotal		\$61,000	
In-Kind Contributions			
China/Hong Kong ¹	\$5,000		
East Africa ²	\$10,600		
Latin America ³	\$15,000		
Technical Contributions ⁴	\$10,000		
In-Kind Contributions Subtotal		\$40,600	
Volunteer Contributions			
Editing Hours (1,500 hrs ⁵ x \$30/hr ⁶)	\$45,000		
Translating hours (400 hrs ⁷ x \$35/hr ⁸)	\$14,000		
Regional Outreach (300 hrs x \$25/hr)	\$7,500		
Volunteer Contributions Subtotal		\$66,500	
Total Contributions			\$267,100

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ANNUAL CONTRIBUTIONS TO ICANNWIKI

ICANN's support not only brings concrete results to the ICANN community, but instills confidence in ICANNWiki. The more we are able to boost the health of ICANN and Internet governance ecosystems, the more other organizations match our energy. As such, our community support has increased, including matching financial contributions and in-kind support. With your support over the past three years we've accomplished unparalleled growth and expansion. To lose that support now would effectively end ICANNWiki and stunt the positive effects our work has had on your own strategic initiatives, such as volunteer outreach and engagement.

Matching sponsorships made each year by regionally diverse companies enable us to provide even more value, building on top of the work that is made possible by ICANN. The support of these companies is more important than just financial benefit to our organization. It demonstrates buy-in from the community, as well as faith in our work and mission.

In-kind contributions have grown since 2015 and lead to strategic relationships with organizations based in Latin America, Africa, Asia, Europe and North America, with more on the horizon. These partnerships resulted in mutual support at events like the African DNS Forum, SSIG and ARGENSIG. In addition, a number of organizations have thrown their energy and time into ICANNWiki's efforts to build a multilingual resource.

Volunteer contributions round out our community support, totalling an estimated 2,200 hours of time and \$66,500 in value in 2017. Much of this work is dedicated to developing and maintaining the over 6,000 articles on the our English site. However, we strongly believe that we need to extend our value to other languages. Over the past three years, we have worked with the community to translate 500 articles across five languages, with 400 coming in the last year. This content in Chinese, Portuguese, Russia, Spanish, and Swahili directly contributes to a more accessible and inclusive ICANN community. Some of these volunteers have gone even further to use the translated content to hold Internet governance workshops in their home regions. Lastly, this work is achieved efficiently, at low to no cost and without the barriers a large organization such as ICANN may encounter.

¹ Contributions from Allegravita, DotAsia

² Contributions from KENIC, tzNIC, University of Dodoma, Strathmore University, Africa DNS Forum

³ Contributions from Dominios Latinoamerica, MINTIC, SSIG, ARGENSIG

⁴ Contributions from nTLStats

⁵ 7500 edits / 5 edits per hour = 1500 editing hours

⁶ Based on average of 20 qualified editors on the freelancing site UpWork

⁷ 400 pages translated * 60 minutes per page = 400 translating hours

⁸ Based on average of 20 qualified translators on the freelancing site UpWork

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ANNUAL VALUE PROVIDED BY ICANNWIKI

ICANNWiki provides value by making ICANN's strategic initiatives and policy-making processes more effective. Through our website and conferences presence, we contribute to an efficient, cohesive and inclusive community.

Reference Services (182,774 ⁹ x \$1.86 ¹⁰)		\$339,959	
Conference Services, Community Building & Recognition			
Caricatures	\$20,000		
Playing Cards	\$40,000		
Quick Guide	\$40,000		
Booth & Onboarding	\$16,000		
Edit-a-thon & Reception	\$50,000		
Subtotal		\$166,000	
Total Value of Services			\$505,959

ICANNWiki.org is the heart of our project. It provides over 180,000 **reference services** each year. Reference Services include any website visit in which a user finds specific information about ICANN. We accomplish this, by **leveraging more than a decade of contributions and investment to provide a neutral, reliable, and accessible resource**. By working with the community to develop content, we are able to aggregate information that would be difficult and time-consuming to find otherwise. **By saving the community time, we make contributing to ICANN more efficient.**

ICANNWiki also provides value through our informative and engaging presence at ICANN Meetings. During the meetings, our caricatures provide incentive for users to create and update their personal articles with information including affiliation, ICANN involvement and contact details to keep the community connected. The **Quick Guides, Playing Cards and Caricature Badges** are meeting favorites, using ICANNWiki caricatures to provide well-deserved recognition for volunteers which contributes to a strong sense community.

We also host an **Edit-a-thon**, where we teach participants to contribute to ICANNWiki and a **reception dinner**, where they are recognized for their work. Both events offer an opportunity for stakeholders across experience levels to work together to develop projects like the translation initiatives, which have resulted in over 500 articles being translated across 5 additional languages. These projects provide a great track for newcomers to **develop knowledge and skills through contributing** content to ICANNWiki.

⁹ The number of reference services is based on 70% of website traffic to content related to content related pages from January 1-November 30, 2017. This excludes the following types of sessions: editing, less than 30 seconds, bounces from non-content pages and account-related, staff. With this formula, we estimate that 167,543 reference services were provided during these dates, which projects to 182,774 reference by the end of 2017.

¹⁰ Research from different U.S. based public libraries estimate the value of "reference services" to be between \$1.86 and \$16.72. We used the more conservative estimate of \$1.86 per reference provided by the Texas Public Library system.

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CONCLUSION

ICANNWiki improves the health of ICANN’s volunteer-driven community and contributes to a well-informed and sustainable volunteer base. The value of ICANNWiki has grown over 12 years, with substantial time and resources dedicated to benefitting ICANN, becoming a resource that is demanded by the community in the process.

By entering into this contract with ICANNWiki, at \$100,000 per year, ICANN will ensure our ability to continue maximizing the value of every contribution and provide ICANN and the community \$5.05 or more in value for every dollar spent. This work will continue to manifest in the following ways:

VOLUNTEER RETENTION

ICANNWiki will continue to positively contribute to the education, capacity development, and retention of ICANN volunteers. We will provide these services through our website and our presence at every ICANN Meeting.

VOLUNTEER ACTIVATION

At each ICANN Meeting we will host an Edit-a-thon workshop, teaching participants to use and contribute to our website. The process of contributing to ICANNWiki will continue to facilitate the journey of newcomers to become active, contributing members of the community.

VITAL ONLINE RESOURCE

ICANNWiki.org will continue to provide an open and accessible resource for users to educate themselves about the actors, processes, and topics within the ICANN world. The website will maintain and promote over 6,000 community-sourced articles.

We are dedicated to benefitting the ICANN Community and we believe that building on our current work, is important to accomplishing that. However, we would also welcome input as to how we can be more aligned with ICANN’s overall strategic vision. We will respect any decision you make, but it would be difficult to continue without financial support from ICANN. Equally important, we want to know that you value our efforts and would like to see our work continue.

We look forward to your consideration.

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