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Dear

I just wanted to say a very big thank you for your recent donation of £      to keep Wikipedia free.

I'm only one of the tens of thousands of volunteers who help write Wikipedia. But on behalf of all of us, thank you for making it possible to keep Wikipedia running for another year.

Wikipedia is a massive, vital source of information for everyone. The last time I checked, there were 3,742,891 articles in Wikipedia – and that's just in English. In total there are Wikipedias in over 282 languages, and if you've heard of half those languages the you're doing better than I am. Wikipedia's made it so much easier to get the information you need when you need it. But it's bigger than that. It's also transforming knowledge, taking it out from behind closed doors, making it available for free to everyone who needs it.

Let me share with you the vision that lies behind Wikipedia, in the words of its founder, Jimmy Wales;

**“Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge. That’s what we’re doing.”**

I'm Chair of a charity called Wikimedia UK. We exist to make this vision a reality. But we need your help.

I'd like to tell you a bit about the work we are doing, and why we are working to raise £1 million this year.

First, of course, can I remind you that Wikipedia is run by volunteers. It's entirely not-for-profit and will never take any advertising. Wikipedia is the #5 website in the world – that takes a lot of servers, bandwidth, maintenance and development to keep running. Compared to the budgets Google or Microsoft have for the same amount of traffic, Wikipedia's run on a shoestring. So about half of our budget goes towards the international efforts to keep Wikipedia running.

But we're also working to make Wikipedia better for everyone. Last year, the British Museum realised that five times as many people read the Wikipedia page on the Rosetta Stone than the same page on their own website. So we started working with them. They appointed a “Wikipedian in Residence” to help build a bridge between Wikipedia and the Museum's vast wealth of knowledge.

**That's just one example of the kind of project we run, to make making more accurate, trusted and important information available to everyone, for free, on Wikipedia and its sister sites.** I've enclosed a flyer with some more details of what we do.

If you believe – as I do – that Wikipedia is a vital resource, which will only grow in impact in the coming years, then please continue your generous support by making a small regular gift by Direct Debit.

We're aiming to raise £1 million this year to support and improve Wikipedia and its sister sites. We are entirely supported by voluntary donations and, of course, Wikipedia will never have advertising. The £ you've sent already is very greatly appreciated. However, a donation of £3, £5 or even £10 a month would make a huge difference to what we are able to do this year and in future.

Thank you.

Yours sincerely,

A handwritten signature in black ink that reads "Roger Bamkin". The signature is written in a cursive, slightly slanted style.

Roger Bamkin

Chair, Wikimedia UK

PS. Thank you very much for your donation of £ to keep Wikipedia free. We really appreciate your support in making the world's knowledge available to all, free from advertising. If you can set up a small regular contribution by Direct Debit, your support will go even further.