

# Fundraising @ Apache

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**ASF, VP Fundraising**

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# About Me

**Independent Consultant**

**VP Fundraising @ ASF since 2021**

**ASF Member/PMC/Committer**

**Java Champion**

**Chicago Java User Group (Multiple roles)**

**Podcaster (Offheap and Java Pubhouse)**



# Overview

**ASF Not-For-Profit Structure**

**Sponsorship programs**

**Competitive Analysis**

**Ideas/Discussion**



# What kind of NFP is the ASF?

**501(c)(3)**

- 1. organized and operated exclusively for exempt purposes**
- 2. none of its earnings may inure to any private shareholder or individual.**
- 3. may not be an action organization**



# Examples of 501(c)(3)

**Education Institutions – Colleges/Universities**

**Public Charities – United Way**

**Religious Organizations - Churches**



# Advantages of 501(c)(3)

**US Tax Deduction for Donors**

**Exempt from US Income Tax**

**Can receive funds from other 501(c)**



# Restrictions of 501(c)(3)

## Public Disclosure

**Restrictions on Political Activity & Lobbying**

**Restrictions on Fundraising benefits**

**May not inure to the benefit of any private shareholder or individual**



# Restrictions of the ASF

**We don't pay for development on our projects**

**No Pay to Play**



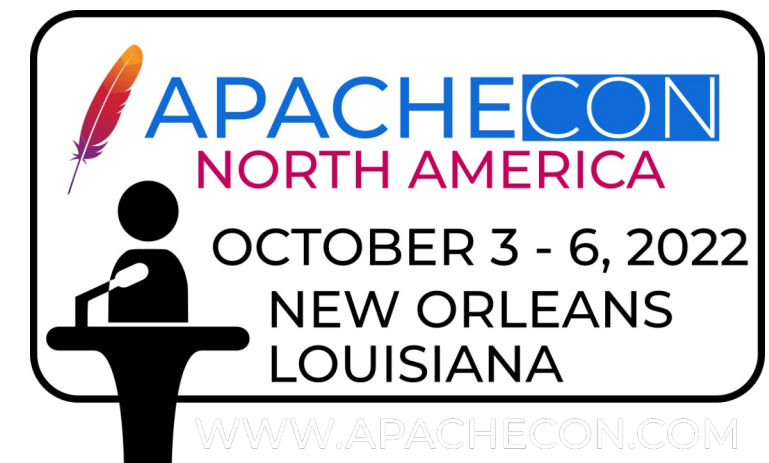


# ASF Fundraising Programs

**Foundation Sponsorship**

**Targeted Sponsorship**

**Individual Donations**



# Why does the ASF need money?

2019

**Total Expenses \$2,511,038 (100%)**  
**Infrastructure \$1,091,179 (43%)**  
**Conferences \$708,925 (28%)**



# Foundation Sponsorship

**Levels**

**\$120,000 – \$6000**

**Benefits**

**Thanks Page**

**Press**



# Targeted Sponsorship

**In-kind Gifts**  
**Cloud Services**  
**Legal**  
**Community Member Benefits**  
**Project Specific Donations**

**Benefits**  
**Thanks Page**  
**Press**



# Targeted Sponsorship

**Key Requirements**

**NEED!**

**Fair Market Value**

**Multi-year commitments**



# Targeted Sponsorship

## Platinum

Tools	Legal	Cloud/Hosting
Fastly GitHub Cloudbees Jfrog Jet Brains Sonatype	DLA Piper	Microsoft AWS Leaseweb OSL Verizon





# Fundraising Challenges



**More Competition**

**Lots of contact turnover**

**Sponsors looking for Impact**



# Other Foundations

## Eclipse Foundation – EU (“like” 501c6)

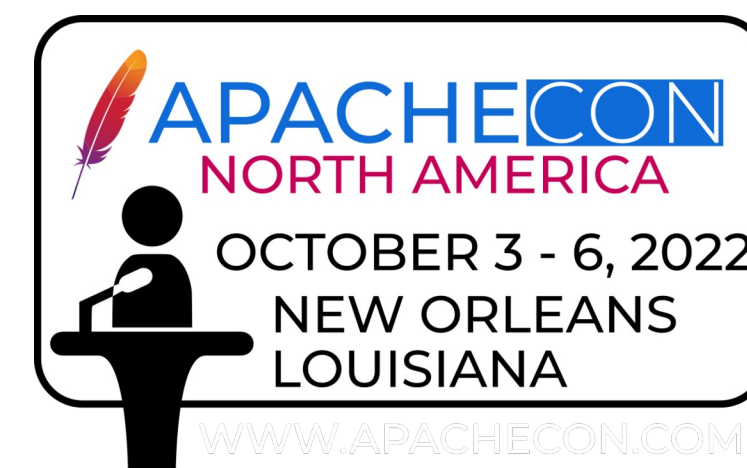
- Working Group Memberships

## Linux Foundation – 501c6

- PROJECT AND EVENT FEES

## 501(c)6 – Business Leagues

- Donations are not typically tax deductible in the US
- Less restrictive on Lobbying and Political involvement





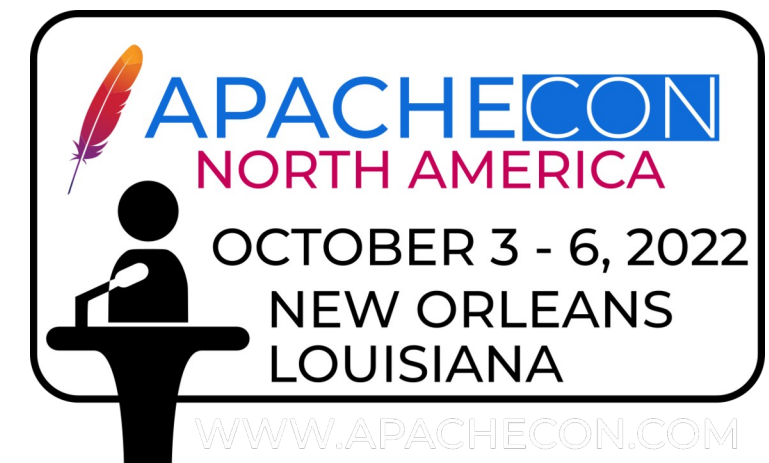
# Other 501(c)(3) Foundations

## The Document Foundation

- Home of LibreOffice
- Donations

## Mozilla Foundation

- Firefox browser
- Licensing from Mozilla Corporation



# Fundraising Opportunities

**Broad network of contributing companies and committers**

**More potential sponsors (Companies and other Foundations)**

**We deliver**



# The ASF is unique

All about the projects

No Pay to Play

Volunteer Driven



# Ideas

**Direct pitching companies/foundations**

**Expanding types of sponsorship**

**Reporting on Impact**



# Discussion

**How do we best project the value the ASF provides to potential sponsors?**

**What are the greatest threats the ASF is facing that additional funds can address?**

**How do we show our sponsors their money is being put to good use?**



# How can I help?

**Talk to your employer about sponsoring Apache**

**Help us with leads**

**Join the fundraising committee**



# Questions

?????



# References

**Mozilla**

<https://assets.mofoprod.net/network/documents/mozilla-2020-form-990.pdf>

**The Document Foundation**

<https://www.documentfoundation.org/foundation/financials/>

**Eclipse Foundation**

[https://www.eclipse.org/org/foundation/reports/2019\\_annual\\_report.php](https://www.eclipse.org/org/foundation/reports/2019_annual_report.php)

**Linux Foundation**

<https://projects.propublica.org/nonprofits/organizations/460503801>

