

# Annual Report of the Plone Foundation, 2013

This report summarizes the finances and activities of the Plone Foundation, a US corporation operating as a tax-exempt 501c3 educational institution. It contains both formal information, like officer listings and budget summaries, and some reflections of the experience of the 2012/2013 Board of Directors, in hope it will be useful to future boards and members of the Plone Foundation

## Board of Directors

Directors are elected by the foundation membership and serve one-year terms. Officers are chosen by the board.

- Paul Roeland, President
- Érico Andrei, Vice President
- Steve McMahon, Secretary
- Carol Ganz
- Matt Hamilton
- Elizabeth Leddy
- Matthew Wilkes

Jen Myers served as Treasurer. Her services were donated by Six Feet Up.

## Advisory Board Members

The PF Board appoints advisory members to gain their wisdom and to represent Plone. They do not vote or take part in regular board meetings.

- Suresh V. (India)
- Roché Compaan (South Africa)
- Alexander Loechel (Germany)
- Manubu Terada (Japan)
- Balázs Reé (Hungary)
- Virginia Choi (Australia)
- Leonardo Caballero (Venezuala)

## Policies

The board worked on several minor policy updates. Check the minutes for the matching date for more information.

- Regularization of agenda handling, 2012-10-18
- Disclosure of interests by directors, 2012-10-18
- Subdomain policy for national/regional user groups 2012-11-15
- Materials authored and published by the Plone Foundation Board of Directors and its

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- Sponsorship acknowledgement: sponsorship acknowledgement to be allowed on plone.org/plone.com in the form of "promotional logos or slogans that are an established part of the sponsor's identity" and links that meet IRS guidelines for sponsorship acknowledgement. 2013-08-08

## New Foundation Members

We would like to extend a warm welcome and congratulations to our new foundation members: Ramon Navarro Bosch, Philip Bauer, JC Brand, Martin Opstad Reistadbakk, Asko Soukka, Florian Friesdorf and Alexandru Ghica.

## Foundation Committees

The board appoints two committees: the Membership Committee and the Marketing Committee.

### Membership

The Membership Committee considers applications for membership in the foundation and advises the board on membership related policies. The 2013 membership committee is Matthew Wilkes (Chair), Chris Calloway, Godefroid Chapelle, Maurizio Delmonte, Clayton Parker, Hector Velarde, Nejc Zupan, Jon Stahl and Tom Kapanka.

### Marketing

The Marketing Committee advises the board on the marketing budget and encourages community-based marketing and evangelism. The 2013 marketing committee is Matt Hamilton, Chair, Carol Ganz and Gabrielle Hendryx-Parker.

## Foundation Projects

The board and its helpers worked on several ongoing projects.

### Contributor agreement updates

Liz Leddy led the effort to bring our contributor agreements up to date in a way that would make them simpler, easier to understand, and better in accord with the law in more jurisdictions. Results of discussions have determined that we will be basing our agreement off of the Free Software Foundation Europe's (FSFE) KDE style agreement. However, the details and legalize still needs to be finalized, in addition to understanding whether or not the current agreements will be invalidated. Taling Senner of Wildcard, Corp. is currently leading the legalese part of this adventure.

## **Plone.com**

The foundation procured the plone.com domain name in 2011 with the intention of creating a site more oriented towards evangelizing Plone, while plone.org would remain the community site. There have been multiple restarts in this effort. This year, plone.com plans were reinvigorated with work at Plone Open Gardens, with Armin Stroß-Radschinski leading a design effort that continued on to develop a polished design. The design was implemented in Diazo at the Beer sprint. The PF board appointed Eric Rozeboom to project manage go-live for plone.com with end-of-July target. Eric and others worked on those plans at the Bastille Day Sprint. The beta site is now online with hosting arrangements pending. Additional Plone use stories for diverse markets are still needed. The Communications list is where most discussion on this takes place.

## **Plone.org**

The board asked Ramon Navarro to lead an update effort emphasizing community and add-ons. Great designs and implementation plans are complete. Victor Fernandez de Alba has taken over to lead the implementation and migration.

## **Hosting contract**

Six Feet Up hosts Plone.org under an agreement that is out-of-date. The board began work on updating/renewal of hosting contract with Six Feet Up that would also account for their contribution of Foundation Treasurer services. The contract was near completion at the board's last meeting, and hopefully the next board will pick that up.

## **PloneConf**

The foundation accepted the proposal from the Brasília, Brazil team, and worked with them through the year on on planning and sponsorship efforts. Solicitation of proposals for the 2014 conference are under way.

## **Creative Commons licensing of documentation**

Relicensed Plone User Manual under CCv3SA after obtaining consent of authors. Paul researched a strategy for relicensing of the entire plone.org documentation collection.

## **GSOC**

Kevin Kalupsen handled our proposal with assistance from Matthew Wilkes. Our students for this (North American) summer:

- Matej Comen, worked on a Heads Up Display for Plone and was mentored by Matthew Wilkes.
- Vivek Kumar Verma, worked on a Restructured Text parser for the Robot Framework and Plone -- mentored by Asko Soukka.
- A third student was dropped from the programme.

## **Romanian portal launched**

The Romanian Plone community launched <http://plone.ro>, the Board reviewed it and welcomed this into the family of national and regional Plone sites.

## Marketing

There is an inherent tension between the way classic marketing works and the way a distributed open source community works.

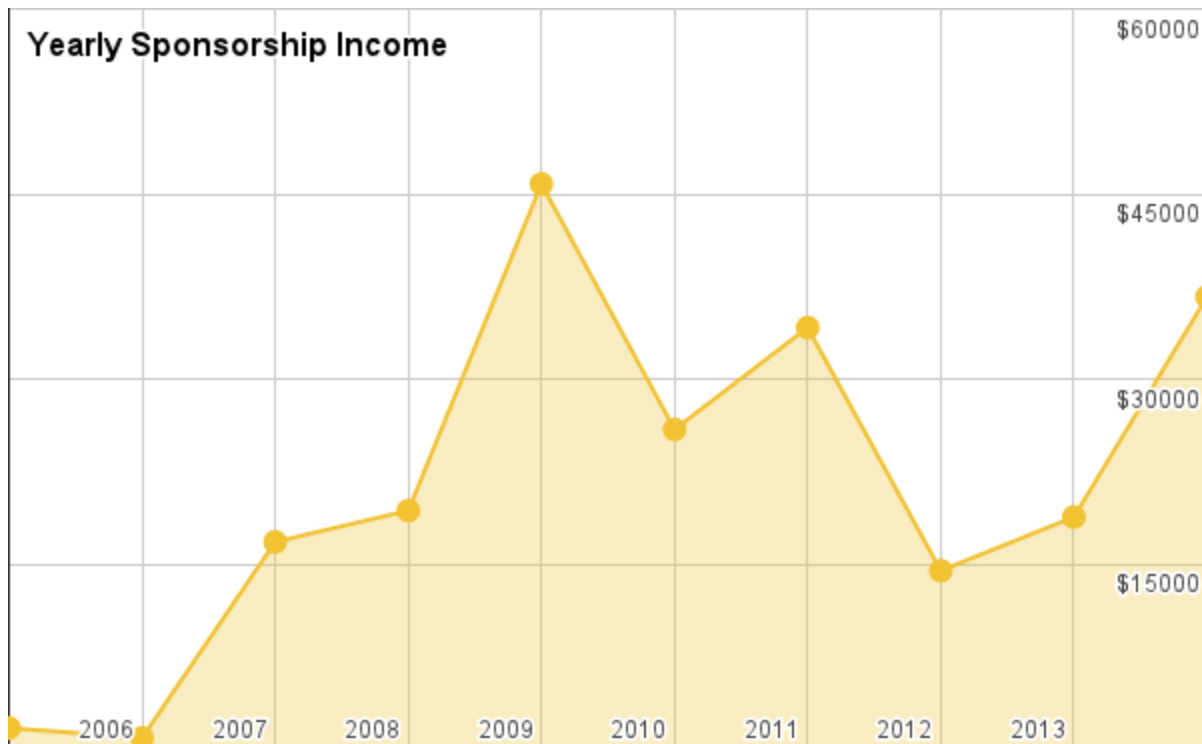
There were some positive efforts to bring the two approaches closer: productive marketing sessions were held in Plone Open Garden (Sorrento, IT) and Plone Symposium Midwest (Oshkosh, USA) with good attendance. And, this year Marketing was a focus of it's very own sprint at Bastille Day sprint, Fortville, USA.

After the release of plone.com there will need to be an increased effort to bring our marketing in line with the core messages displayed there.

Marketing help (in the form of funding) was given to a number of events: Gilbane Conference US, Plone Educational Symposium Japan, CMS Congres NL, CMS Garden at Cebit, Linuxtag and other events in Germany, PyCon US, EuroPython, PyCon APAC. Organizing aid was given to CMSDay France.

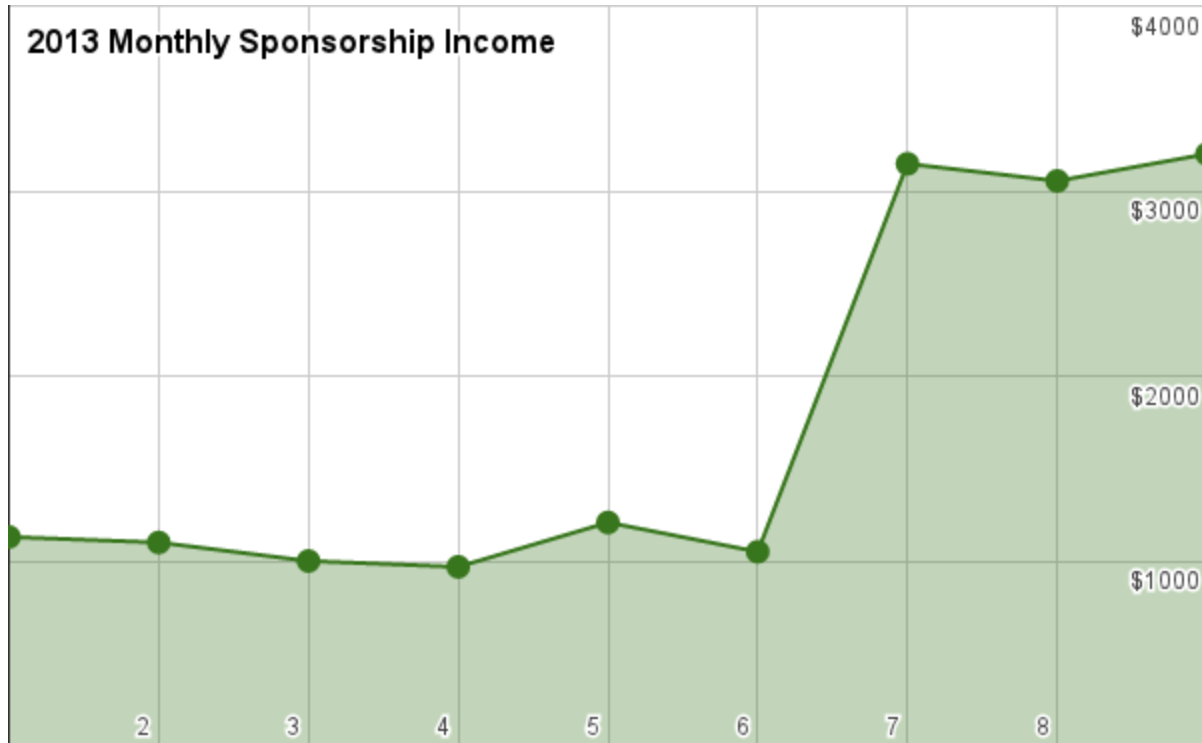
## Fundraising & Sponsorship

Liz Leddy led a revamp of our fundraising and sponsorship solicitation efforts, which had fallen behind in the past couple of years (see graph below). All board members engaged in active solicitation of sponsorships and individual contributions. This effort was in correlation with the aggressive spending on sprints indicated above.



In order to continue the aggressive sprint spending in 2014, we had to raise upwards of \$25K per

year. The big push for funding started in the middle of the year and should all donations continue through next year, we will raise **more than \$36,000** next year.



The policy of “spend money to make money” paid off in 2013 and we encourage next years board to continue to push raised funds towards sprints directed at Plone 5 and the marketing campaign that should accompany it.

As part of the sponsorship rework, banners for premium sponsors were put on the front page of plone.org and we need to continue to push plone.com forward and move those “promises” to that page. The current design indicates placement for that but the board will need to keep in mind that they be progressed.

In addition to reworking plone.com/donate and the management of requests (which now all go through [donate@plone.org](mailto:donate@plone.org)), a significant effort was put into adding data to a foundation license salesforce account for tracking donations and recurring efforts. Currently this is manually monitored but work should start soon on integrating this into what will be donate.plone.org, a fundraising site powered by collective.salesforce.fundraising. This will be a slow moving target but will be important.

One thing that must be emphasized on this year's donations was the importance of individual contributions. They started the influx of corporate donations and are the backbone of our recurring contributions. Next year we need to remember to continue to push this effort and target small consulting firms and individual consultants, especially integrators.

## Finances

Balance Sheet, September 2013 and 2012 Comparison		
	2013	2012
<b>ASSETS</b>		
Total Current Assets	\$145,464	\$137,402
Total Fixed Assets	\$7,877	\$7,877
Software Code	\$3,000,000	\$3,000,000
<b>TOTAL ASSETS</b>	<b>\$3,153,341</b>	<b>\$3,145,279</b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Equity</b>		
Contributed Capital	\$3,000,000	\$3,000,000
Retained Earnings & Net Income	\$153,341	\$145,280
<b>Total Equity</b>	<b>\$3,153,341</b>	<b>\$3,145,280</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$3,153,341</b>	<b>\$3,145,280</b>
	Nov '12 - Sep 13	Nov '11 - Sep 12
<b>INCOME</b>		
Conference Income	\$11,518	\$0
Consultation Services	\$0	\$3,349
Nonprofit Income	\$3,707	\$1,470
Royalty Income	\$874	\$2,600
Sponsorship Income	\$16,333	\$11,250
<b>TOTAL INCOME</b>	<b>\$32,432</b>	<b>\$18,669</b>
<b>EXPENSES</b>		
Bank Charges	\$1,211	\$1,983
Conference / Events	\$1,500	\$6,690
Hosting / Domain Expense	\$331	\$745
Intellectual Property Fees	\$0	\$1,008
Legal & Professional Fees	\$1,220	\$1,723
Marketing / Business Development	\$10,486	\$835
Office Expenses	\$109	\$411
Postage & Delivery	\$26	\$512
Release Management	\$2,500	\$5,000
Travel	\$7,809	\$5,411
<b>Total Expenses</b>	<b>\$25,192</b>	<b>\$24,318</b>

<b>Net Ordinary Income (Expense)</b>	<b>\$7,240</b>	<b>-\$5,649</b>
<b>Other Income / Expense</b>		
<b>Other Income</b>		
Interest Earned	\$462	\$617
Plone Conference 2011 Income	\$0	\$8,037
Bastille Day Sprint 2013 Income	\$40	\$0
Emerald Sprint 2013 Income	\$1,475	\$0
Plone Symposium Midwest 2013 Income	\$5,000	\$0
Sea Sprint 2012 Income	\$0	\$2,500
<b>Total Other Income</b>	<b>\$6,977</b>	<b>\$11,154</b>
<b>Other Expense</b>		
Plone Conference 2011 Expense	\$0	\$64,557
Plone Conference 2011 Services	\$0	\$16,650
Emerald Sprint 2013 Reimbursements	\$1,475	\$0
Plone Symposium Midwest 2013 Reimbursements	\$2,975	\$0
Sea Sprint 2012 Reimbursements	\$0	\$2,143
<b>Total Other Expense</b>	<b>\$4,450</b>	<b>\$83,350</b>
<b>Net Other Income (Expense)</b>	<b>\$2,527</b>	<b>-\$72,196</b>
<b>Net Income (Deficit)</b>	<b>\$9,767</b>	<b>-\$77,845</b>

## Overview

The summary financial situation of the Plone Foundation is largely unchanged since the last annual report. As of the end of August, the PF had \$138,045 of current assets. At end of August, 2012, that figure was \$140,690.

This is great news. The board dramatically increased our 2013 budget for sprint subsidies (generally reimbursement of travel expenses), while maintaining the marketing budget at approximately its 2012 level. If sponsorship/contribution income had not risen, this would have resulted in our drawing down current assets.

## 2013: Year of the Budget

2013 market the first year of a “budget” for the board (based on the fiscal year, not the board term). The two biggest pieces of the budget included sprints and marketing.

### Sprint Budget

The sprint budget included money for 4 strategic sprints (\$3,000 each) and 6 smaller sprints (\$1,500 each), and 15 community sprints with a total \$29,500 budget. This will cover January through December. Strategic sprints must be recommended by a major community team, e.g. Framework Team to ensure that the board is not taking place in deciding the development

direction of Plone and to encourage and thank our teams for their hard work. The rule of thumb for attendance funding was to “encourage diversity by sending new people to established sprints/regions and send established people to new regions to help them develop.”

The 2014 board should note that we easily funded all of our big and small requests, however we had very few requests for the community sprint funding. There should be a concerted effort next year to encourage people to create local sprints and apply for funding.

### **Marketing Budget**

In consultation with the marketing committee, the board developed an aggressive marketing budget — allowing for up to \$45,000 of spending. Most of the budget was for event sponsorships and attendance at key industry events.

Like the previous year, we ended up spending only a part of that budget. We were present at a good many events, both python-focused and CMS focused, but always at a ‘budget’ level. Some expenses paid off very well: both CMS Garden and the advertisement in the german Python brochure were high-payoff for little investment.

Part of the reason for underspending is that, even with an aggressive budget, ‘traditional’ marketing mechanisms like advertising and major sponsorships remain unaffordable. The marketing committee and board didn’t feel we would get adequate return on the investment.

Instead, we had enough to do guerilla-style marketing, and make very targeted investments. This will probably remain the case even with improved finances. We cannot plaster an entire city in billboards. The next board may wish to think of our publicity strategy more of as “campaigning” or “evangelizing” than marketing. This fits our realistic budgets and leverages our community strengths.

Marketing numbers are in the “Finance” section of the report.


### **Sponsors**

The Plone Foundation’s efforts to protect and promote Plone are made possible by sponsorships and contributions. Thanks to the support of company and individual sponsorships, the Foundation could be represented at a large number of events throughout the world. And of course thanks to the community members that actually represented Plone at these various occasions. As a board, we were happy we could play a supporting role where we could.



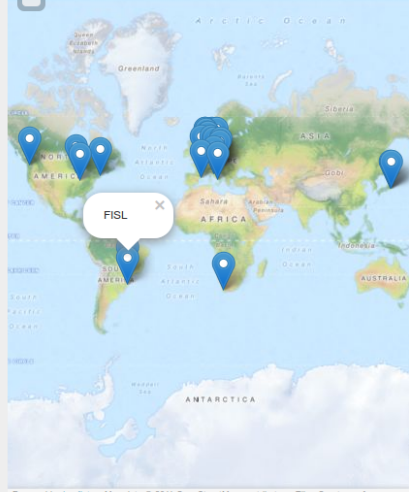
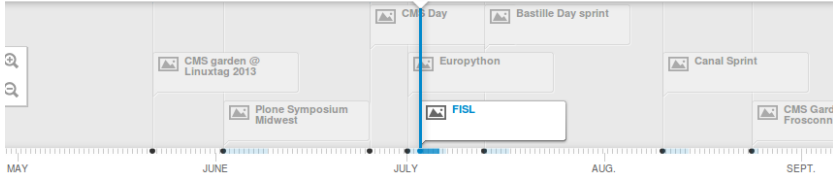
events & sprint the Plone Foundation helped happen Tweet 0 Embed Instructions

July 3, 2013 — July 6, 2013  
**FISL**



JULY 1, 2013  
Europython

JULY 13, 2013  
Bastille Day sprint

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You can find an interactive timeline of sprints and marketing events at <http://bit.ly/14VD9cg>

**2013 Premium Sponsors**



**2013 Standard Sponsors**



Tannic

When you donate, you can have whatever logo you want too.



## 2013 Individual Contributors

A special **THANK YOU** goes out to our individual contributors. This was the first year we pushed to get sponsorship from individuals and you all have become the backbone of our recurring donations.

Matthew Wilkes, Franco Pellegrini, Elizabeth Leddy, Nathan Van Gheem, Paul Roeland, Stephen McMahon, David Glick, Jonas Baumann, João Sebastião de Oliveira Bueno, Business Webbing, Marcio Mazza, Jean Rodrigo Ferri, Giuseppe Romagnoli, Érico Andrei, Kim Nguyen, Dan Jacka, Chris Calloway, Jan-Carel Brand, Timo Stollenwerk, Constantin David Ichim, Lennart Regebro, Simone Orsi, Gildardo Bautista, Christopher Warner, Rose Pryune, Heidi Reinke