

Annual Report of the Plone Foundation, 2014

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 2013/2014 Board of Directors, in hope it will be useful to future boards and members of the Plone Foundation.

Board Members

Paul Roeland, Steve McMahon, Érico Andrei, Tom Kapanka (Spanky), Alexander Loechel, Cris Ewing, Andy Leeb

Foundation Officers

Paul Roeland, President
Cris Ewing, Vice-President
Steve McMahon, Secretary
Jennifer Myers, Treasurer (non-voting)

(Jen's services as treasurer are donated by Six Feet Up)

Nutter, McClennen & Fish, LLP continued to act as our pro-bono attorney, assisting mainly with intellectual property issues.

Informal Advisors

Elizabeth Leddy acted as campaign leader for fundraising/sponsorship

Plone Ambassadors

Plone Ambassadors were chosen to represent Plone in geographic or topical areas that would otherwise be unrepresented on the board. The ambassadors were asked to represent Plone in their region and offer advice to the board on promoting Plone.

- Jian Aijun (Dalian City, China)
- David Bain (Mona, Jamaica)
- Leonardo J. Caballero G. (Mérida, Venezuela)
- Virginia Choy (Sidney, Australia)
- K.K. Dhanesh (Pune, India)
- Fernanda Lobato (Brasília, Brazil)
- Manabu Terada (Tokyo, Japan)

Foundation Committees

Membership Committee

The membership committee reviews applications for Plone Foundation membership and makes recommendations to the board.

- Tom Kapanka, Chair
- Steve McMahon, Vice Chair
- Matthew Wilkes
- Chris Calloway
- Godefroid Chapelle
- Maurizio Delmonte
- Clayton Parker
- Jon Stahl
- Héctor Velarde
- Nejc Zupan

Marketing Committee

The marketing committee reviews opportunities for promoting use and development of Plone and advises the board.

The 2014 board acted as the marketing committee.

One of the tasks achieved was getting Plone extensively measured in the Idealware report. Special thanks go out to Nathan van Gheem, Sally Kleinfeldt and Nate Aune for helping in that.

A very good new development is the creation of a monthly newsletter, created by the expert hands of Christina McNeill.

Policy Initiatives and Updates

Conflict of Interest Policy

Adopted a [conflict of interest policy](#) based on IRS recommendations for 501(c)3 tax-exempt organizations and model policies. This supersedes the previous policy, which was less detailed.

All board members certified that they had received, understood and agreed to comply with policy. This will need to be repeated by future boards.

Future boards will need to arrange periodic reviews of compliance.

Plone Symposium Midwest

The Plone Foundation agreed to act as fiscal agent for PSM, with University of Wisconsin, Oshkosh, guaranteeing coverage of any possible losses. The board agreed that this was within our 501(c)3 charter so long as we oversaw the budget. (PSM books closed with a small surplus.)

CMS Garden

The Plone Foundation joined the CMS Garden, an umbrella organization of open-source content management systems in Germany working to promote open-source content-management systems to a wider audience. CMS Garden has set up cooperative representation at major European software events like CeBIT. The foundation agreed to help the initiative with financial support and representation. The Board appointed Maik Verstaappen to act as our representative in the CMS Garden board.

Documentation Licensing

The Foundation adopted the Creative Commons, version 4 BY, licensing for all community-developed and PF-hosted documentation. This replaced CC-BY-SA-NC licensing.

Community Code of Conduct

The board took its first formal action to sanction a community member under the anti-bullying provisions of the Code of Conduct. The community member was banned from the #plone IRC channel and strongly recommended to avoid participating in mailing lists, chat rooms, forums and other communications channels that have substantial newcomer and naïve users. The board told the member that sanctions could be reviewed at any time by appeal to the board.

Contributor Agreement

A substantial amount of work was done on developing an updated contributor agreement that would be clearer and easier to execute. That work was not completed, but will be available to the next board for consideration.

Sprint Sponsorships

The foundation financially sponsors sprints that bring community members and new users or developers together to contribute to Plone.

Community Sprints supported by the Foundation

Community sprints receive small stipends, usually not more than \$300, to assist in organization.

- Buschenschank Sprint
- Stroopwafel Sprint
- London Community Sprint
- PloneGovBR (budgeted, but did not need funding)

Strategic Sprints

Strategic sprints are significant sprints planned to advance particular parts of the project. To have strategic status, a sprint must be recommended by a community team like the Framework Team. Minor sprints receive up to \$1,500, major up to \$4,500. Most sprint sponsorship funding covers travel expenses. The community also had many unsponsored sprints, some major in impact.

- Cathedral Sprint (major)
- Emerald Sprint (minor)
- Munich Documentation Sprint (minor)
- Beer & Wine Sprint (minor)
- PSM Installer Sprint (minor)
- Zidanka Sprint (major)

Other major sprints took place at Plone Symposium Midwest and Plone Open Gardens.

Release Manager

The Plone Release Manager receives a stipend for major and minor releases to compensate in part for the tedious but important work involved. The current release manager is also regarded as a critical community ambassador and coordinator and has a \$5,000 budget for travel to strategic sprints and conferences where he speaks on behalf of the project.

Marketing Sponsorships

Gilbane Boston

CMS Garden (at CeBIT)
EuroPython (poster and guerilla education)
CMS Day France
Jenkins Conference (presentation by Timo Stollenwerk)

Conflict of Interest Policy Statements and Review

Adopted a [conflict of interest policy](#) based on IRS recommendations for 501(c)3 tax-exempt organizations and model policies. This supersedes the previous policy, which was less detailed.

Google Summer of Code

Matthew Wilkes acted as coordinator and primary contact.
David Bain's attendance at the GSOC Mentor Summit was partially sponsored by the Plone Foundation.

Foundation Membership

Plone Foundation membership is bestowed to persons who have made significant and enduring contributions to Plone. There are currently 118 members of the Plone Foundation.

We would like to extend a warm welcome and congratulations to our new foundation members in 2014:

- Alexander Pilz
- Giacomo Spettoli
- Juan Pablo Giménez
- Andy Leeb,
- Manabu Terada
- Alexander Loechel
- Max Jakob
- Tânia Andrea Moreira
- Víctor Fernández de Alba
- Johannes Raggam
- Leonardo J. Caballero
- Maarten Kling

In-kind sponsorships

The Plone Foundation receives substantial non-monetary contributions from several companies. Thanks to:

- Six Feet Up for plone.org hosting and for accounting services. 6FU also acts as our corporate address of record.
- Sauce Labs provided testing resources
- Rackspace provided cloud machines

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.

Premier Sponsors

- [Six Feet Up](#)
- [PretaWeb](#)
- [Netsight](#)
- [4teamwork](#)
- [Enfold](#)
- [Pilot Systems](#)
- [Syslab](#)
- [Propertyshelf](#)
- [Contextual](#)
- [PSW Group](#)

Standard Sponsors

- [STX Next Python Experts](#)
- [Tannic](#)
- [Wildcard Corp.](#)
- [Cris Ewing](#)
- [Eric Steele](#)
- [Niteo Web](#)
- [The Code Distillery](#)
- [BluePromoCode](#)

Individual Sponsors

A very special “**Thank You!**” goes out to all our individual contributors. You are the backbone of our recurring sponsorship, and make much of the work of the Foundation possible.

The list is growing, and is becoming too unwieldy to represent here. Please see the full list at <https://plone.org/foundation/donors>.

Finances Overview

Balance Sheet, September 2014 and 2013 Comparison			
	2014	2013	Percentage Change
ASSETS			
Total Current Assets	\$149,662	\$145,464	2.89%
Total Fixed Assets	\$7,877	\$7,877	0.00%
Software Code	\$3,000,000	\$3,000,000	0.00%
TOTAL ASSETS	\$3,157,540	\$3,153,341	0.13%
LIABILITIES & EQUITY			
Equity			
Contributed Capital	\$3,000,000	\$3,000,000	0.00%
Retained Earnings & Net Income	\$157,540	\$153,341	2.74%
Total Equity	\$3,157,540	\$3,153,341	0.13%
TOTAL LIABILITIES & EQUITY	\$3,157,540	\$3,153,341	0.13%

Comparison this Board term with the previous in more detail:

	Nov '13 - Sep 14	Nov '12 - Sep 13	\$ Change	% Change
INCOME				
Conference Income	\$0	\$11,518	-\$11,518	-100.00%
Consultation Services	\$0	\$0	\$0	0.00%
Nonprofit Income	\$6,549	\$3,707	\$2,842	76.67%
Royalty Income	\$647	\$874	-\$227	-25.99%
Sponsorship Income	\$23,333	\$16,333	\$7,000	42.86%
TOTAL INCOME	\$30,529	\$32,432	-\$1,903	-5.87%
EXPENSES				
Bank Charges	\$1,996	\$1,211	\$785	64.85%
Conference / Events	\$3,000	\$1,500	\$1,500	100.00%
Hosting / Domain Expense	\$587	\$331	\$256	77.28%
Intellectual Property Fees	\$0	\$0	\$0	0.00%
Legal & Professional Fees	\$3,215	\$1,220	\$1,995	163.50%
Marketing / Business Development	\$15,334	\$10,486	\$4,848	46.23%
Office Expenses	\$214	\$109	\$105	96.28%
Postage & Delivery	\$64	\$26	\$38	146.15%
Release Management	\$0	\$2,500	-\$2,500	-100.00%
Travel	\$15,239	\$7,809	\$7,430	95.15%
Total Expenses	\$39,648	\$25,192	\$14,456	57.39%
Net Ordinary Income (Expense)	-\$9,119	\$7,240	-\$16,359	225.96%
Other Income / Expense				
Other Income				
Interest Earned	\$487	\$462	\$25	5.40%
Bastille Day Sprint 2013 Income	\$0	\$40	-\$40	-100.00%
Emerald Sprint 2013 Income	\$0	\$1,475	-\$1,475	-100.00%
Emerald Sprint 2014 Income	\$3,526	\$0	\$3,526	100.00%
Plone Conference Income 2013	\$5,000	\$0	\$5,000	100.00%

Plone Symposium Midwest 2013 Income	\$1,000	\$5,000	-\$4,000	-80.00%
Plone Symposium Midwest 2014 Income	\$16,145	\$0	\$16,145	100.00%
Total Other Income	\$26,158	\$6,977	\$19,181	274.92%
Other Expense				
Emerald Sprint 2013 Reimbursements	\$0	\$1,475	-\$1,475	-100.00%
Emerald Sprint 2014 Reimbursements	\$3,526	\$0	\$3,526	100.00%
Plone Symposium Midwest 2013 Reimbursements	\$0	\$2,975	-\$2,975	-100.00%
Plone Symposium Midwest 2014 Reimbursements	\$14,582	\$0	\$14,582	100.00%
Total Other Expense	\$18,108	\$4,450	\$13,658	306.92%
Net Other Income (Expense)	\$8,050	\$2,527	\$5,523	-218.56%
Net Income (Deficit)	-\$1,070	\$9,767	-\$10,836	110.95%