GNOME Foundation's Budget – 2010

This is a brief summary of the categories, items, expenses and income for the GNOME Foundation's Budget for the fiscal year 2010. This document is complementary to the spreadsheet and it was written as a reference to help clarify the meaning of terms.

Categorization

The names of some categories have changed since the last report. This was done intentionally to make them clear and to help us to highlight them in the future.

Key expense categories

The main ones, in order of occurrence, are:

• Accessibility (A11y).

• Administrivia: Fixed costs we must incur across the year. This includes things like our fax number and post office box.

• Employees: Payroll, taxes, bonuses and expenses related with having contracted employees.

• Hackfests: meetings where teams get together to design new releases or work on features or interoperability.

• Local outreach: GNOME events organized by local groups.

• Marketing. Efforts to promote GNOME and raise funds for the GNOME Foundation.

• Women's outreach: Activities related to increase the participation of women in GNOME.

Key income categories

The income categories are similar. The main ones, in order of occurrence, are:

• Accessibility (A11y).

• Adboad: Advisory Board fees coming from companies that sponsor GNOME.

• Affiliate programs: This is money we make from things like the Amazon store and Hackerthreads..

• Events: Income from events, especially from sponsors.

• Hackfest: Most of this income comes from companies willing to sponsor the event.

• Interest: Money received from the bank.

• Marketing & sales. This is from the sale of GNOME merchandising either on the GNOME store or at events.

• Other Corporation donations: Income given by companies to accomplish a given task.

• Other: Income that is not related with any other category including a 5% of administrative fee to groups for handling their money

• Women's Outreach: Donations received to help increase the participation of women in GNOME.

Expenses	2009			2010									Total
Category	10	11	12	1	2	3	4	5	6	7	8	9	Result
A11y	$8,000						$4,000				$6,000		$18,000
Administrivia	$292	$292	$292	$292	$292	$2,534	$292	$342	$292	$2,792	$292	$292	$8,292
Employees	$11,115	$11,115	$12,615	$14,715	$14,715	$16,215	$14,715	$14,715	$16,215	$14,715	$14,715	$16,215	$171,780
Events	$8,050	$15,250	$2,250	$4,250	$2,250	$5,350	$5,350	$5,350	$93,250	$5,350	$2,750	$27,750	$177,200
Hackfests		$17,400				$10,000		$4,000				$4,000	$35,400
Local outreach	$7,000	$1,000				$3,000						$1,000	$12,000
Marketing	$3,500		$3,000		$3,500								$10,000
Women's outreach						$5,000				$5,000	$20,000		$30,000
Total Result	**$37,957**	**$45,057**	**$18,157**	**$19,257**	**$20,757**	**$42,099**	**$24,357**	**$24,407**	**$109,757**	**$27,857**	**$43,757**	**$49,257**	**$462,672**

Income	2009			2010									Total
Category	10	11	12	1	2	3	4	5	6	7	8	9	Result
A11y	$18,000												$18,000
Adboard		$10,000	$20,000	$60,000	$10,000	$40,000	$20,000	$20,000					$180,000
Affiliate programs			$70	$70	$90	$140	$260	$240	$1,020	$200	$100	$50	$2,240
Events	$4,000	$12,000							$96,000			$25,000	$137,000
Hackfests		$8,800				$2,000		$2,000				$2,000	$14,800
Friends of GNOME	$1,200	$1,300	$1,400	$4,800	$2,900	$3,000	$4,600	$8,200	$2,300	$2,400	$2,200	$2,300	$36,600
Interest (Bank)	$200	$200	$200	$150	$80	$70	$70	$60	$60	$60	$50		$1,200
Other Corp. donations									$20,000				$20,000
Other	$8,765	$15,200							$200				$24,165
Women's outreach						$5,000				$5,000	$20,000		$30,000
Total Result	**$32,165**	**$47,500**	**$21,670**	**$65,020**	**$13,070**	**$50,210**	**$24,930**	**$30,500**	**$119,580**	**$7,660**	**$22,350**	**$29,350**	**$464,005**

Table 1: Expenses and Income expected for the fiscal year 2010

Events & Hackfests

Events

Events is composed of several subcategories, some of them are big GNOME events, as it is shown in table 3.

Travel & Lodging is what we expect to spend across the year to support contributors to attend GNOME events. It is intended primarily to bring members of the GNOME Foundation to our events.

Boston Summit. Boston Summit is a cross between an event and a hackfest. It has typically been the place where a lot of GNOME contributors get together and start projects like GNOME 3.0.

GUADEC. This is our main annual conference. The projected income is conservative, and is based on nine silver sponsors and two gold sponsors. The expected expenses ($90,000) are divided between Travel & Lodging and the organization itself.

GUADEC-ES is the Spanish version of GUADEC, which is run by Asociación GNOME Hispano and it is self-funded. It usually takes place one week before GUADEC. However, next year it is expected to be organized in Chile in September.

GNOME.Asia is also a self-funded event. Its second edition will take will take place in Vietman, on November, 2010. (The GNOME Foundation is holding $5,000 for them from last year.)

Both *Event Boxes* (US and EU) are expected to be upgraded and/or get replacements for missing parts. This should happen before they are needed, especially at events where the GNOME presence will be important.

Other events. This is a special provision to help developers attend FOSS conferences on behalf of GNOME. Some of the events where a GNOME will consider a presence include: OSiM World, OSCON, CSUN, Open Source World, SCALE/WiOS, LinuxCon, OSBC, OSiM USA, Collaboration Summit, LinuxTag, Open World Forum, FISL, Women in Computing, CeBIT/FOSS, LinuxConf Australia, OpenSUSE, RedHat Summit, Maemo Summit, Ubuntu Desktop Summit, Akademy.

Executive Director's travel. Because the Executive Director's role is being the face and voice of GNOME at events, it is important for GNOME to be present. This category provides a budget for any such travel.

If for some reason, our Executive Director is unable to accept an invitation, she may delegate the opportunity to a contributor to represent GNOME. Hence, the budget may combined with *Other events* as needed.

We are hoping that by combining the Executive Director's travel into the general event bucket, we will be able to provide travel assistance for people to attend events for GNOME and encourage people to represent GNOME at events.

Hackfests

There are five hackfests in the budget, two of them will be for about eleven contributors (whose expense we estimate between $7,400 and $10,000 per hackfest), and the other two will be for around four contributors (whose expense we estimate in $4,000 per hackfest).

The income estimates are conservative. Traditionally, companies have offered around €2,000 to support a specific hackest, which is around US$2,900. Also, some hackfests receive more funds than other. Nevertheless, with the current budget the Board of Directors plans to hold several hackfests whether or not we receive additional funding.

Events	2009			2010									Total
	10	11	12	1	2	3	4	5	6	7	8	9	Result
Expenses	$8,050	$15,250	$2,250	$4,250	$2,250	$5,350	$5,350	$5,350	$93,250	$5,350	$2,750	$27,750	$177,200
Travel + Lodge	$3,300					$2,100	$2,100	$2,100	$42,000	$2,100			
Boston Summit	$1,500												
GUADEC									$48,000				
GUADEC-ES												$25,000	
GNOME Asia		$12,000											
ExecDirector's travel	$2,000	$2,000	$1,000	$1,000	$1,000	$2,000	$2,000	$2,000	$2,000	$2,000	$1,500	$1,500	
Event Box US				$1,000									
Event Box EU				$1,000									
Other events	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	
Incomes	$4,000	$12,000							$96,000			$25,000	$137,000
Boston Summit	$4,000												
GUADEC									$96,000				
GNOME Asia		$12,000											
GNOME Asia 2009													
GUADEC-ES												$25,000	

Table 2: Summary of Expense & Income for events

Hackfests	2009			2010									Total
	10	11	12	1	2	3	4	5	6	7	8	9	Result
Expenses		$17,400				$10,000		$4,000				$4,000	$35,400
Incomes		$8,800				$2,000		$2,000				$2,000	$14,800
Balance		**-$8,600**				**-$8,000**		**-$2,000**				**-$2,000**	**-$20,600**

Table 3: Summary of Expense & Income for hackfests

Accessibility (A11y)

There is a surplus from 2009 which it is expected to be spent during this term. A hackfest will be held at CSUN and we expect to spent the money through three different activities across the term.

Accessibilty	2009			2010									Total
	10	11	12	1	2	3	4	5	6	7	8	9	Result
Expenses	$8,000						$4,000				$6,000		$18,000
Contracts	$6,000										$6,000		
CSUN & hackfests	$2,000						$4,000						
Incomes	$18,000												$18,000
Surplus 2009	$18,000												
Sponsors													
Balance	$10,000						-$4,000				-$6,000		$0.00

Table 4: Summary of Expense and Income for Accessibility (A11y)

Women's outreach

A women's outreach program (similar to the one we held in 2006) is being planned for the spring/summer of 2010. It is expected that the program will raise money from companies to pay interns. The size of the program will be determined by the amount of money raised.

Local outreach

There are two local events with a strong local community which have requested funds in the past:

Fórum do GNOME is held as part of Latinoware, an event which usually takes place at Foz do Iguassu, where 4,000 attendants are expected every year.

GNOME Day is held as part of Encuentro Linux, an itinerant event which takes place in a Chilean university every year. It is the most important event related to FOSS in Chile.

Merchandising. This budget is to provide GNOME merchandise (or funding for merchandise) to local events to spread the word of GNOME, help local groups, etc. It also includes the celebratory merchandising for when the GNOME 3.0 milestone is reached.

Women Outreach	2009			2010									Total
	10	11	12	1	2	3	4	5	6	7	8	9	Result
Expenses						$5,000				$5,000	$20,000		$30,000
Income						$5,000				$5,000	$20,000		$30,000
Balance													$0

Table 5: Summary of Expense and Income for Women Outreach

Local Outreach	2009			2010									Total
	10	11	12	1	2	3	4	5	6	7	8	9	Result
Expenses	$7,000	$1,000				$3,000						$1,000	$12,000
Forum do GNOME	$3,000												
GNOME Day	$3,000												
Merchandising	$1,000	$1,000				$3,000						$1,000	
Balance	-$7,000	-$1,000				-$3,000						-$1,000	-$12,000

Table 6: Summary of Expense and Income for Local Outreach

Marketing

The GNOME Foundation has an agreement with Hackerthreads and other companies to sell GNOME *Merchandising*. We expect a moderate income from this item, with an increase around GUADEC.

Friends of GNOME. We expect to get 10 new subscriptions every month, but also to repeat the one time payments we received during 2009.

Affiliate programs (at this moment only with Amazon) may report some income, which are projected to be conservatives since we do not have any data to provide a good prediction, yet.

The expenses are related to our Marketing team, to print and distribute the GNOME Annual Report, and to fund an advertising campaign.

Marketing	2009			2010									Total
	10	11	12	1	2	3	4	5	6	7	8	9	Result
Expenses	$3,500		$3,000		$3,500								$10,000
Advertising			$3,000										
Annual report	$3,500												
Merchandise					$3,500								
Income F-of-GNOME	$1,200	$1,300	$1,400	$4,800	$2,900	$3,000	$4,600	$8,200	$2,300	$2,400	$2,200	$2,300	$36,600
Subscriptions	$1,200	$1,300	$1,400	$1,500	$1,600	$1,700	$1,800	$1,900	$2,000	$2,100	$2,200	$2,300	
One time payment				$3,300	$1,300	$1,300	$2,800	$6,300	$300	$300			
Income Affiliate Progra			$70	$70	$90	$140	$260	$240	$1,020	$200	$100	$50	$2,240
Hackerthreads			$50	$50	$50	$100	$200	$200	$1,000	$200	$100	$50	
Amazon			$20	$20	$40	$40	$60	$40	$20				
Balance	**-$2,300**	**$1,300**	**-$1,530**	**$4,870**	**-$510**	**$3,140**	**$4,860**	**$8,440**	**$3,320**	**$2,600**	**$2,300**	**$2,350**	**$28,840**

Table 7: Summary of Expenses and Income for Marketing

Administrativia & Employees

Administrivia

Administrivia includes things like a post office box, tax preparation fees, insurance for the Board of Directors, stamps, bank fees for wiring money to people whose travel is sponsored, etc.

Employees

Employees. Currently there are two employees (Executive Director and Administrative Assistant). We expect to hire a System Administrator starting from January, 2010. The system administrator will be a contract position. There is a US tax of 8% of the payroll, and a discretionary bonus for Executive Director which currently is paid quarterly. We plan to have a 401K plan.

Other corporation donations. Canonical has shown interest in helping to fund a System Administrator offering to match $20,000 for this particular item. (Google and Nokia gave us some funding last year which is being held for this.) Even if we expect to have a System Administrator contracted by January, 2010; we are conservative about when the money will be received.

Administrivia	2009			2010									Total
	10	11	12	1	2	3	4	5	6	7	8	9	Result
Expenses	$292	$292	$292	$292	$292	$2,534	$292	$342	$292	$2,792	$292	$292	$8,292
Accountant										$2,500			
Insurance						$2,200							
Infrastructure						$42		$50					
Bank fees	$250	$250	$250	$250	$250	$250	$250	$250	$250	$250	$250	$250	
Other	$42	$42	$42	$42	$42	$42	$42	$42	$42	$42	$42	$42	
Income Interest (Bank)	$200	$200	$200	$150	$80	$70	$70	$60	$60	$60	$50		$1,200
Balance	**-$92**	**-$92**	**-$92**	**-$142**	**-$212**	**-$2,464**	**-$222**	**-$282**	**-$232**	**-$2,732**	**-$242**	**-$292**	**-$7,092**

Table 8: Summary of Expenses and Income of Administrivia

Employees	2009			2010									Total
	10	11	12	1	2	3	4	5	6	7	8	9	Result
Expenses	$11,115	$11,115	$12,615	$14,715	$14,715	$16,215	$14,715	$14,715	$16,215	$14,715	$14,715	$16,215	$171,780
Executive Director	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	
Admin Assistance	$2,292	$2,292	$2,292	$2,292	$2,292	$2,292	$2,292	$2,292	$2,292	$2,292	$2,292	$2,292	
System Admintrator				$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	
Payroll taxes	$823	$823	$823	$1,090	$1,090	$1,090	$1,090	$1,090	$1,090	$1,090	$1,090	$1,090	
401K plan													
Bonuses			$1,500			$1,500			$1,500			$1,500	
Income (Other Corp do									$20,000				$20,000
Balance	**-$11,115**	**-$11,115**	**-$12,615**	**-$14,715**	**-$14,715**	**-$16,215**	**-$14,715**	**-$14,715**	**$3,785**	**-$14,715**	**-$14,715**	**-$16,215**	**-$151,780**

Table 9: Summary of Expenses and Income for Employees

General Income

Advisory Board

Adboard fees. This reflects how the advisory board fees were received during 2009. We expect an increase of the fees which is explained below.

Other Income

Other. This is a summary of income we received from several sources, such as Google Summer of Code program, fees for managing external accounts (5% for Linux Graphics Meeting, GStreamer and GIMP). Also, it includes other surplus which are not reflected as incomes in other categories (i.e. the surplus of Executive Director's travel budget from 2009).

Relevance of raising the Advisory Board fees

In 2010 we will be asking all large advisory board companies to support the GNOME Foundation with $20,000 and smaller companies with $10,000.

- Advisory board fees have been steady for 10 years. Inflation, the value of the dollar and the economy have all changed during that time. ($10,000 in 1999 when the GNOME Foundation first started is only $7,892 in today's dollars.)

- Our project will benefit from additional funding for things like better system administration infrastructure that enables new members to join quickly as well as existing members to function most effectively, usability and accessibility hackfests that affect GNOME 3.0 projects, marketing efforts, etc.

- While many of our sponsors support us throughout the year, last year, due to the economy, they had to cancel many of their planned donations for things like hackfests. While we hope that sponsors will continue to support us throughout the year, by having a larger annual donation up front, we hope to be more reliable.

- We have a larger staff which is starting a lot more programs and providing more services now than we did in 2001, so additional funding is needed in order to grow.

Employees	2009			2010									Total
	10	11	12	1	2	3	4	5	6	7	8	9	Result
Adboard		$10,000	$20,000	$60,000	$10,000	$40,000	$20,000	$20,000					$180,000
Other	$8,765	$15,200							$200				$24,165
Google SoC		$15,000											
External accounts		$200							$200				
Travel surplus 2009	$8,765												
Surplus 2009													
Balance	$8,765	$25,200	$20,000	$60,000	$10,000	$40,000	$20,000	$20,000	$200				$204,165

Table 10: Summary of General Income