

Budget and Money Guidance

for projects, committees, initiatives and events

Version

1.1

Status

Approved

DATE

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If an activity can benefit from financial assistance, and is in keeping with our goals, perhaps OSGeo can help?

- ▶ OSGeo is focused on pursuing our vision and goals
- ▶ OSGeo uses finances to enable our members to act

If you are just looking at OSGeo as “just another” source of funds, approaching OSGeo probably won’t work out. If you are approaching as a member of our community looking to help get something off the ground, OSGeo will figure out a way to make it happen!

General Approach

OSGeo prefers to be part of your financial story, rather than a sole source of funds. So consider sponsorship in addition to OSGeo funding to achieve your goals.

OSGeo does take part in joint initiatives. Keep in mind our value as a partner is our contribution of free software, and our enthusiastic community, rather than as a source of revenue.

Funding Community Activities

Committees

About committees:

- ▶ Each committee has a mandate to pursue, in addition to our goals as an organization!
 - ▶ In keeping with their budget committees may setup contracts, or start initiatives throughout the year
- ▶ OSGeo requires committees to:
 - ▶ Follow our code of conduct
 - ▶ Nominate a project officer to act on their behalf, and act as contact point
 - ▶ Document how the committee are conducted (mandate, how votes work, how newcomers can participate)
 - ▶ Provide representative at our Annual General Meeting (attendance or presentation)

Budget:

- ▶ Committees are provided an annual budget
 - ▶ Committees request a budget in Q4
- ▶ If something comes up (an opportunity or unforeseen expense) please just attend a board meeting and OSGeo can revise the budget

How it works:

- ▶ While acting within their budget and mandate committees can spend money
- ▶ Committee makes a motion to spend money (contract, purchase, etc...):
 - ▶ meeting: motion is approved and recorded in minutes
 - ▶ email: motioned is carried via email thread voting
- ▶ Project officer emails treasurer with motion details (link to minutes or email thread):
 - ▶ When asking the treasurer for reimbursement please do so in a timely fashion (within 60 days).
 - ▶ The treasurer has a couple different ways to provide reimbursement (and in arranged situations, to pay on a members behalf)

OSGeo Projects

OSGeo projects are handled as a committee above:

- ▶ OSGeo asks projects to nominate a project officer to act on behalf of the project financially and as a contact point (even if the role specific use within the project.)
- ▶ Projects are allocated an annual budget
- ▶ Projects are required to follow our code of conduct, publish how they operate, and provide representation (attendance or presentation) at our annual general meeting

In addition OSGeo projects have a very specific mandate as outlined in the incubation process.

Initiatives

An initiative is started by a committee to pursue an objective or opportunity:

- ▶ Cannot spend money directly, attend a committee meeting (see above)
- ▶ Many initiatives just attend one of the monthly board meetings as a quick way to operate

Examples:

- ▶ **Travel Grant** program is under the direction of the conference committee
- ▶ The **Community Projects** initiative has been started by the board to promote innovation (applications are handled by the incubation committee)
- ▶ **Local Chapter** Initiative is started by the board to pursue regional advocacy.
 - ▶ Board has occasionally caught legal advice on behalf of groups forming a local chapter.
 - ▶ To be effective Local Chapters are usually completely distinct legal entities incorporated in the appropriate region. To be viewed legally independent some care may be needed when providing a “donating” or “sponsorship” seed funding.
- ▶ Google Summer of Code initiative started by interested parties, attends a board meeting to kick off each year, and would request any funding required by attending a board meeting

Staff

Employees:

- ▶ OSGeo does not wish to take on staff in any capacity
 - ▶ OSGeo has had an employee in the past, and time required to secure sponsorship for their continued employment distracted from our outreach mission

External

Contracts

General guidance:

- ▶ Each committee has an annual budget which is published in the wiki, while parties are welcome to propose work in excess of this amount keep in mind the committee will need to pursue sponsorship and additional funds.
- ▶ Each committee has a mandate or objective to keep in mind, consider approaching multiple committees if appropriate
- ▶ Please ensure contract has a clear list of deliverables associated with payment. Our community is enthusiastic and always has additional ideas to pursue.

Examples:

- ▶ *The system admin committee has used short term contracts focused on specific maintenance activities*
- ▶ *Marketing committee used an expression-of-interest process to redo the website and branding (combining board funding and sponsorship for a \$50,000 budget):*
 - ▶ *The expression of interest and selection of a vendor was done in public with a range of organizations responding from around the globe*
 - ▶ *No preference was given to community members, indeed none applied*
 - ▶ *The community had several previous attempts to support this activity with volunteers prior to use of an EOI process*
- ▶ *OSGeo marketing committee has recently done a small \$4500 contract for some design work*

Community Events and Sprints

We would like to enable members to promote the use of free and open source software. Our focus is on members, not marketing, although we ask that the OSGeo logo be used.

Sources of Income

Each committee has a different mandate, perhaps one is in position to help the event.

- ▶ The **board** has a mandate to help members and the public, please attend a board meeting, or send an email to the board list and explore options on how OSGeo can assist.
- ▶ The **marketing committee** has a very broad outreach mandate and should often be the first stop (often with branding material for the event or information packets for attendees)
- ▶ Individual **local chapters** often have ready to go branding material from prior events
- ▶ Education events that focus on GIS skills and education are valuable. Please talk to **GeoForAll** about it and see if they have funds available!

Sponsorship is another way to help raise funds for an event

- ▶ Sponsors can be cross listed on the OSGeo website (this is a perk to offer sponsors) with their total across all events for the year being used to determine their sponsorship level.
- ▶ Consider that it is often marketing driven, so visibility should be part of the perks.

Financial Risk

OSGeo is available to assume financial risk ("*back stop*") rather than simply hand over sponsorship money. OSGeo may use profit to fund future events when financial risk is shared.

OSGeo can **lend seed money (no interest loan to speed up funds)**:

- ▶ Sponsorship is often slow to arrive (often after the website is visible)
- ▶ Having access to early funds, or working with the OSGeo treasurer, to secure a venue / event organizer / catering early in the planning process may be valuable to organizers.

OSGeo can also **provide money** for a smaller budget event with no expectancy of refund.

OSGeo wishes to be careful and will ask for a **budget upfront** (budget guidelines below).

Codesprints hints

Adding a codesprint to the end of a conference may not have great value:

- ▶ Many attendees may have left already (due to cost involved in accommodation and travel).
- ▶ Limited time reduces activities to meetings and planning rather than technical work.

Industry and Partner Conferences

What kind of things will OSGeo do:

- ▶ OSGeo would love to speak to event attendees
 - ▶ Keep in mind our speaker is contributing their own time to attend
 - ▶ While OSGeo do not encourage speaker fees, conference pass, travel and accommodation costs would be appropriate.
- ▶ OSGeo members can often setup hands-on workshops which are of great value to event attendees
- ▶ OSGeo may be able to help our community members attend, if the event has a community area set aside in the exhibit space.
- ▶ OSGeo Marketing committee is willing to booth swap between events so partners can reach OSGeo members. Keep in mind OSGeo would financially supporting our event organizers to set aside an area for partners

What kind of things won't OSGeo do:

- ▶ OSGeo does not want to take a booth or sponsor an event from a marketing perspective
- ▶ Asking our volunteers to pay their own way into a conference, and then spend their time doing outreach has not proven effective
- ▶ The prices of a booth at events is often priced for industry which expects a financial return based on reach customers. OSGeo is giving our software away for free and do not have the same justification for the prices asked.
- ▶ Inviting OSGeo members to provide a workshop for free, and then ask individuals to pay for the space or provide money for catering is not welcomed.
 - ▶ If event workshops are geared towards an additional revenue stream from companies offering co-located events you probably did not mean to ask OSGeo.
 - ▶ Keep in mind OSGeo provides value to event attendees and can help attract greater attendance

Reimbursement Guidance

Those asking OSGeo for reimbursement of approved funds should do so in 60 days or less from time of event. OSGeo understands there may be exceptions at which point the requestor shall approach the Board and ask for additional time in order to complete submission of reimbursement.

OSGeo will reimburse for an event, contract or project disbursement for the final amount of the request rather than handle individual billing events.

How to generate a budget

A request for supporting by OSGeo should include the following information about the event and the funding model for it:

Basic Information

- Audience: how many people are expected?
- Region: is the event localized to a specific region?
- Projects: is it going to work on just one specific project, or is it for multiple projects?
- Length: how many days will it cover?
- Venue: where will it take place? will food be provided? will overnight lodging be provided?

Expected budget

- Where is the prospective budget published? Provide a link to a publicly accessible resource (e.g. wiki).
- The prospective budget shall list the levels/amounts of forecasted sponsorship, and the expected funds provided by OSGeo.

The budget shall contain the following information:

- what is the expected registration fee, if any, for each attendee?
- what is the expected amount of third-party sponsorships?
- what in-kind donations are expected (such as donated use of a conference room)?
- what is the desired amount of OSGeo sponsorship?
- what is the expected cost per attendee, for travel, lodging, and food?
- what is the expected cost for the venue (such as conference room, wifi support, snacks, etc)?

Profit / Loss / Risk

- What is the expected profit of the event, if any? where will any surplus money go?
- Under what circumstances might the event incur a loss? how will this risk be mitigated?