

Family Foundation Proposal

Foundation Background

The Lubin Family Foundation (LFF) was established in 1995 by Mortimer Lubin with the fortune he amassed in the frozen orange juice concentrate boom of the 1980's. The mission of the foundation is to support non-profits that are leveraging the power of the internet to change the world. Mortimer recognized that organizations using the internet could reach far more people than their offline counterparts and wanted LFF's grants to affect the greatest number of people. The foundation is currently chaired by Ophelia Lubin, who makes all grant decisions.

Proposal

Dear Ophelia,

I would like to nominate Creative Commons (CC) for a reoccurring annual grant of \$500,000. CC creates and evangelizes copyright alternatives with the purpose of increasing cultural, educational, and scientific output around the world. Through CC licenses, content owners can easily allow others to share, reuse, and remix works. CC focuses on "digital" works which fits with LFF's focus on non-profits leveraging the internet.

Mission and Activities

The mission is: Creative Commons develops, supports, and stewards legal and technical infrastructure that maximizes digital creativity, sharing, and innovation. The organization's activities fall into two main categories: creating the licenses and promoting their use via education initiatives.

The licenses empower creators to share their works under "some rights reserved" rather than current copyrights "all rights reserved". A teacher, for example, could license a lesson plan under CC-BY-SA, meaning anyone could use and remix that lesson plan as long as they cite the creator (**BY**) and republish under the same CC license (**Share Alike**). A rock group could publish their music under CC-BY-NC-ND which one could reuse as long as they cite the author (**BY**), don't profit from it (**Non-Commercial**), and don't alter the original work (**Non-Derivative**).

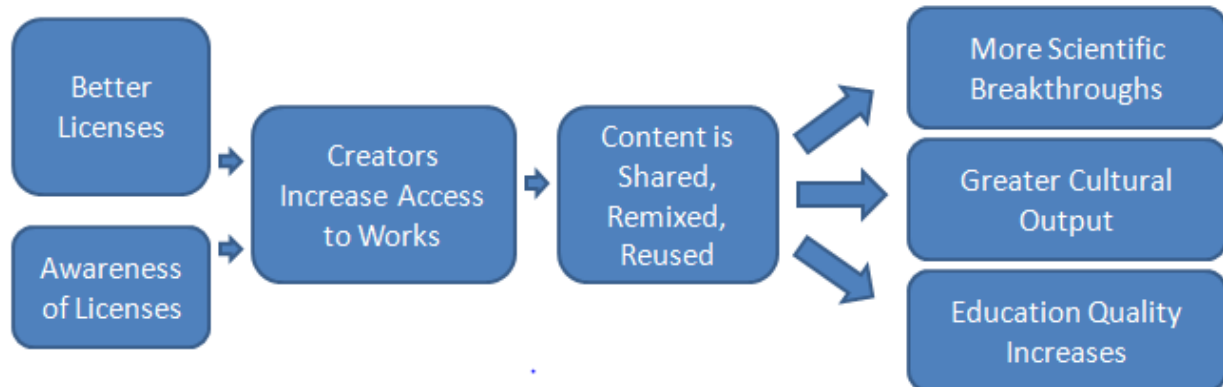
The organization promotes the use of the licenses in three main domains: culture, education, and science. Two major sites which have licensed their content under CC are Flickr (photo sharing) and Wikipedia. CC also supports the Open Educational Resources (OER) initiative which promotes sharing and remixing of lesson plans, quizzes, etc. CC also oversees Science Commons which works to have scientific research and datasets shared under open licenses.

The original content by Randy Lubin is dedicated to the public domain:

<http://creativecommons.org/publicdomain/zero/1.0/>

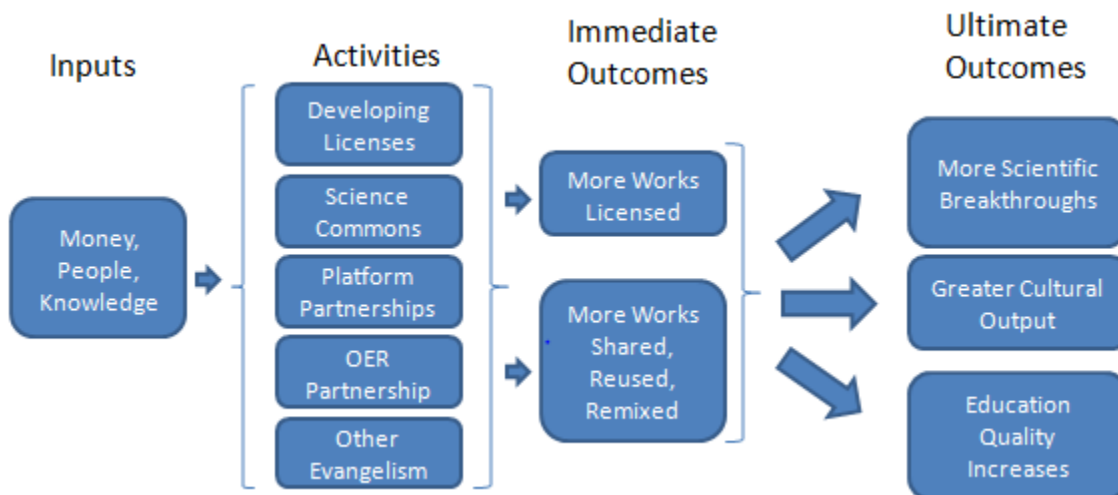
Theory of Change

CC believes that current copyright law is broken. Generic copyright prohibits sharing and remixing of a work without explicit permission from the creator. It is frequently difficult for users to contact the creator and continually managing permissions is a burden to both creator and user. By creating alternate licenses, CC reduces the barrier to sharing, remixing, and reusing. The lower barriers enable greater participation in science, education, and culture, resulting in higher quality output across the three.



Programs and Strategy

Creative Commons current activities are all aligned with the above theory of change. The organization is refining the licenses and making them compatible with other nations' copyright laws and working with other organizations to promote use of the licenses. CC's strategy acts on the theory of change through the following logic model:



The original content by Randy Lubin is dedicated to the public domain:

<http://creativecommons.org/publicdomain/zero/1.0/>

So far creators, authors, and artists have published over 130 million works under CC licenses. This includes over 17 million Wikipedia articles, millions of Flickr mages, 10% of scholarly journal articles, and all of MIT OpenCourseWork.

Alignment to the Lubin Family Fund

Creative Commons aligns very well with the LFF. CC licenses allow for easier sharing, remixing, and reusing of content specifically through internet. The organization has also built search tools to help surface content published under different creative commons licenses. The reach of their licenses, as noted above demonstrates their ability to both create the licenses and convince the relevant communities to use them.

LFF should commit to a reoccurring donation \$500,000 annually will help the organization continue to enable content creators to allow other to share, remix, and reuse their works. Some metrics LFF can monitor to assess CC's impact are: new works licensed per year, scientific articles published based on CC data, school systems using CC lesson plans. By giving grant money to CC, LFF will achieve a great return on the donation as content creators empower others to use their works for the public good.

Randy,

You've nicely articulated the mission , rationale and funding criteria of the Lubin Foundation. CC's mission and theory of change certainly seem to advance the foundation's objectives, and therefore the organization is a natural grantee fit. Do you suppose you might want to hire some additional staff to help Ophelia grant \$100 million per annum?

P