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Open Source and Sponsorships

When, Why, How?

Hello, I'm...

Jerome Leclanche

`<jerome@leclan.ch>`

`https://leclan.ch`

- Tech consultant / developer / CTO

- Programming since 2004

- Open source since 2006

- Django since 2008

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A story about OpenSSH

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A story about OpenSSH

"The project won't be able to cover 20 thousand dollars in electrical expenses"

"OpenBSD will shut down if we do not have the funding to keep the lights on"

B O B   B E C K

Feeling inspired yet?

LET'S DONATE TO OPENBSD

OpenBSD Donations

The OpenBSD Project is volunteer-driven software group funded by donations. Besides OpenBSD itself, we also develop important software like OpenSSH, LibreSSL, OpenNTPD, OpenSMTPD, the ubiquitous **pf** packet filter, the quality work of our ports development process, and many others. This ecosystem is all handled under the same funding umbrella.

We hope our quality software will result in contributions that maintain our build/development infrastructure, pay our electrical/internet costs, and allow us to continue operating very productive developer hackathon events.

The OpenBSD Foundation is a Canadian not-for-profit corporation that assists the OpenBSD Project according to government-approved charter rules, as exemplified by their funding activities from previous years.

Canadian tax structure does not consider "software projects" eligible for charitable contribution, so the donations are not generally tax deductible. In many circumstances they can be deducted as an operating expense, so ask for the advice of your own accountant. In some countries corporations can deduct their donations under the terms of "Good Will". Those who require strict-format contribution receipts should contact the directors.

The OpenBSD Foundation collects donations by Cheque, Bank Draft, PayPal, PayPal recurring, or Bitcoin.

In addition, contributions of funds or hardware can also be made directly to the OpenBSD Project:

- Cheques: Theo de Raadt, 812 23rd Ave SE, Calgary, Alberta, Canada T2G 1N8
- PayPal: CAD

  Donate
- PayPal: EUR

  Donate
- PayPal: USD

  Donate

Such contributions are considered strictly gifts to the OpenBSD Project, and are not related in any way to the OpenBSD Foundation.
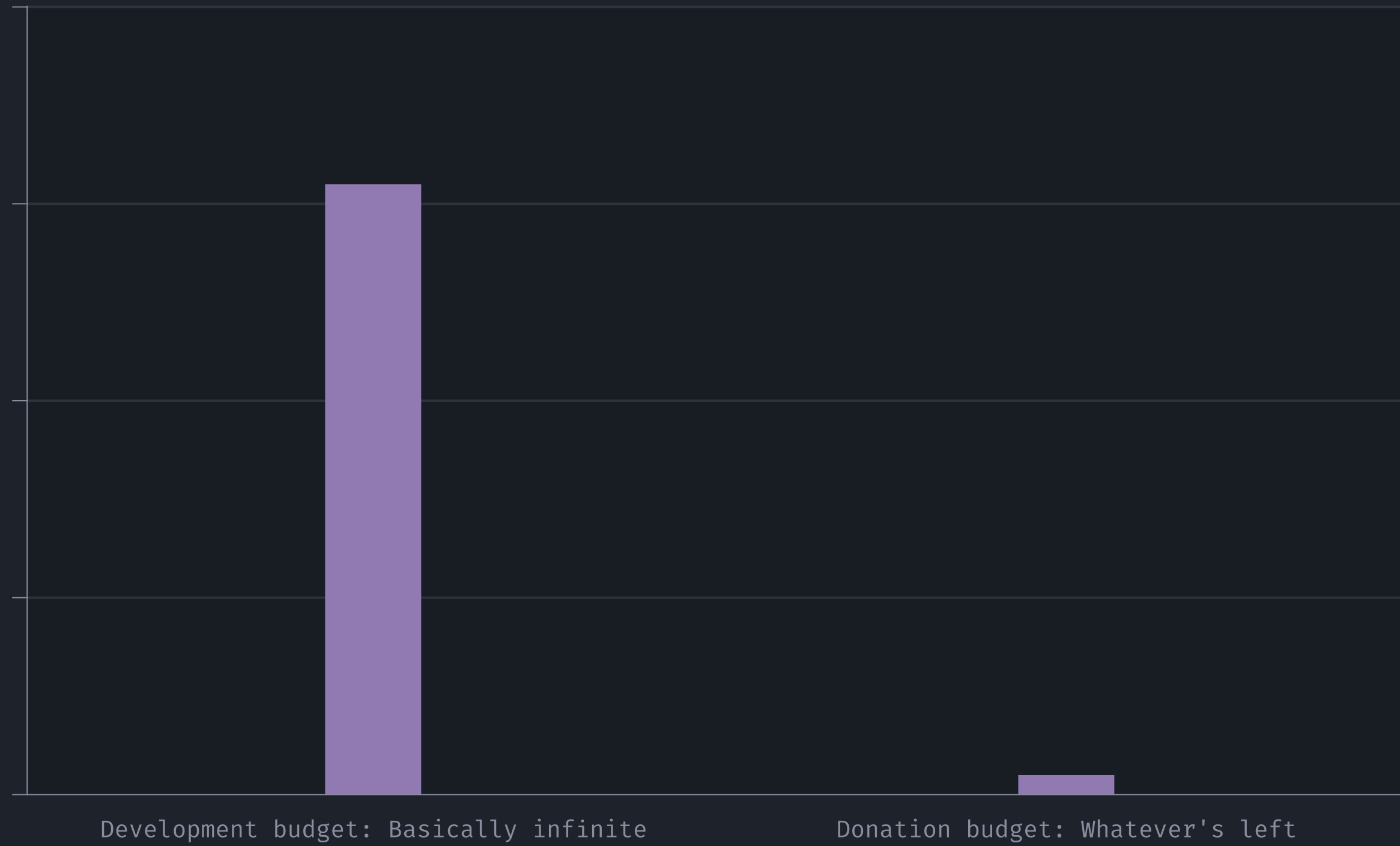

Asking for donations doesn't work for companies.

This is your competition:

& other 501(c)(3) charitable organizations

SELL SERVICES INSTEAD

Development budget: Basically infinite   Donation budget: Whatever's left

What to sell?

Dedicated / priority support (monthly)

- Email support with SLA
- Video calls / month (up to N hours)
- Emergency contact agreement

Contract work / consulting (hourly)

- Custom features
- Integrations
- Install / Upgrade for the client

Advertising (low-effort, monthly)

- Your logo in the README/docs
- Your relevant job ad here
- Suddenly you're in the marketing budget

How to sell?

Prerequisites...

Somewhere to handle payments

- Take debit/credit card

- Generate invoices and receipts

Showcase sponsorship benefits

- A "sponsorship tiers" page with all the different prices

Declaring the income

- Register an "independent activity" (easy, often high taxes)

- Create a company (harder, more expensive, lower taxes)

- This is different in every country

- I'm not an accountant. Talk to one.

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Github Sponsors
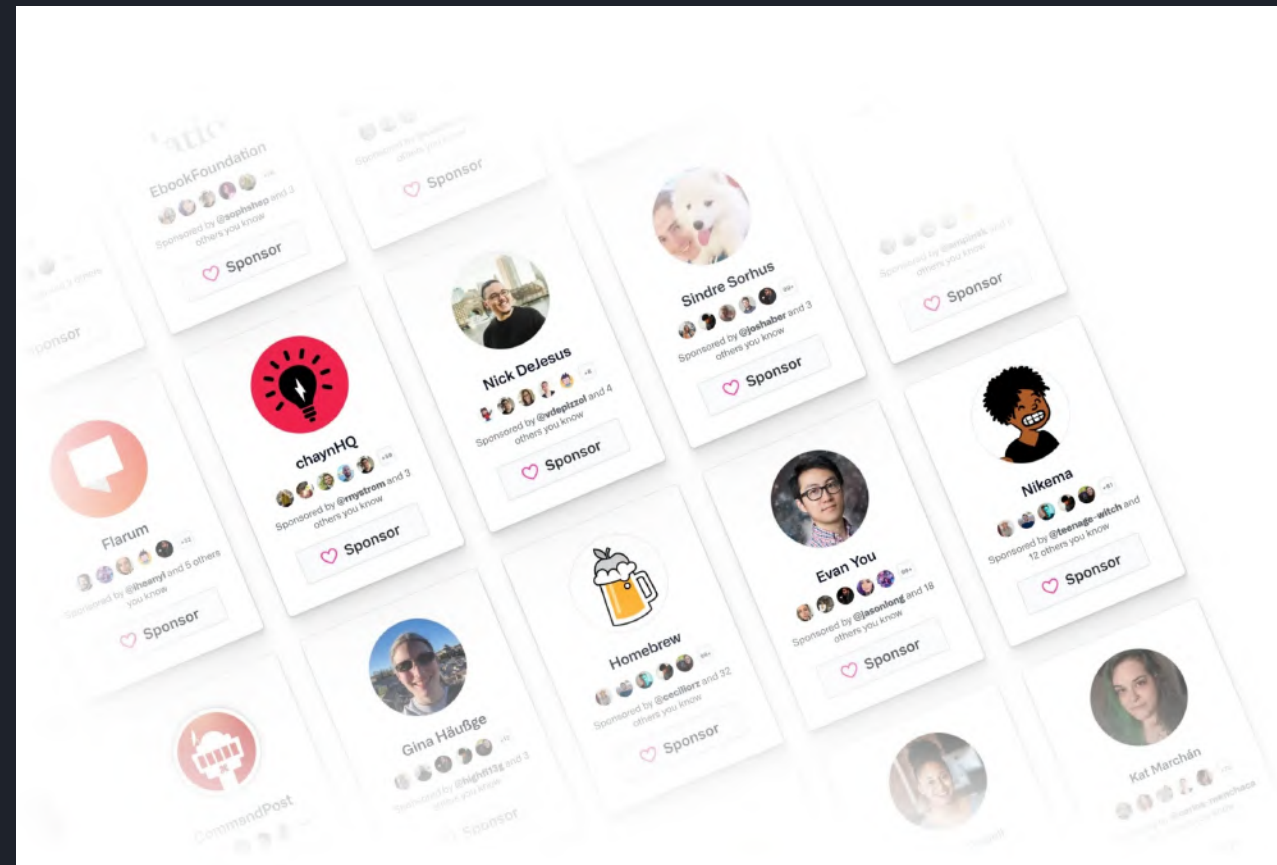
- Well-documented
- Well-established (companies trust Github)
- Will get you 90% of the way very quickly

https://github.com/sponsors

Open Collective

Our prerequisites

Somewhere to handle payments

- Private and public contributions
- Many payment methods supported
- Invoices & receipts generation

Showcase sponsorship benefits

- Multiple recurring & one-off tier
- Public list of contributors

Declaring the income

- Dedicated bank account (via Fiscal Host system)
- Expense filing & reporting

Bonus Features

Virtual cards for project expenses

Pay for your domain name & CI minutes
without filing expenses

Expense approval system

Allow external contributors to easily get paid

Transparent public ledger

Show where the donated money goes

Integrates with Github Sponsors

Github sponsorships can flow into OpenCollective

Fiscal Hosts:
Legal & financial toolbox

🇺🇸 United States

Open Source Collective

A US 501(c)(6) nonprofit entity serving as fiscal host to open source projects and related communities around the world.

🇪🇺 Europe

Open Collective Europe

A Brussels-based nonprofit hosting groups across Europe, including open source projects and community social action.

- Dedicated billing address
- Dedicated bank account
- Virtual debit cards
- Registered charitable activities
- Pricing: varies (5-10% cut)

Demo

OPEN COLLECTIVE

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Questions

(AND ANSWERS)

Credits

Thank you!

Fair-use images

- The OpenBSD Foundation
- Github
- Open Collective

Logos

- The Electronic Frontier Foundation
- The American Civil Liberties Union
- St. Jude Children's Research Hospital
- MSF - Médecins Sans Frontières
- Open Source Collective
- Open Collective Europe

Presentation & Design

- Pitch (pitch.com)

More …

- https://leclan.ch
- twitter.com/Adys
- github.com/jleclanche