ANNUAL REPORT

FY2019

01 May 2018 -
30 April 2019

THE APACHE® SOFTWARE FOUNDATION (ASF)

Open. Innovation. Community.
The Apache Way.

"The most popular Open Source software is Apache" —DZone

Celebrating 20 years of community-led development "The Apache Way", the world's largest Open Source foundation provides $20B+ worth of software for the public good at 100% no cost.

The ASF develops, incubates, and shepherds 300+ freely-available, enterprise-grade projects that serve as the backbone for some of the most visible and widely used applications. The ubiquity of Apache software is undeniable, with Apache projects managing zettabytes of data, executing teraflops of operations, and storing billions of objects in virtually every industry. Apache software is an integral part of nearly every end user computing device, from laptops to tablets to phones.

Apache software is used in every Internet-connected country on the planet. Apache projects serve as the backbone for some of the world's most visible and widely used applications in Artificial Intelligence and Deep Learning, Big Data, build management, Cloud Computing, content management, DevOps, IoT and Edge computing, mobile, servers, and Web frameworks, among many other categories.

Examples of the breadth of applications that are "Powered by Apache" include:

➔ **Adobe**: powering I/O Runtime and the core of Experience Manager;
➔ **Amazon Music**: tuning recommendations for 16M+ subscribers;
➔ **AOL**: ingesting 20TB+ of data per day;
➔ **Audi, Daimer, and Formula 1**: streaming data in vehicles in real time;
➔ **Boston Children's Hospital**: linking phenotypic and genomic data for the Precision Link Biobank
➔ **European Space Agency**: powering new mission control system and next-generation simulators infrastructure;
➔ **Facebook**: processing requests at 300-petabyte data warehouse, connecting 2.5B+ active users;
➔ **Global Biodiversity Information Facility**: managing 1B+ occurrence records for open access to data about all types of life on Earth;
➔ **IBM Watson**: advancing data intelligence and semantics capabilities to win first-ever "Man vs. Machine" competition on Jeopardy!
➔ **Minecraft**: bundling libraries to modify the second most popular video game of all time;
➔ **Mobile app developers**: unifying mobile application development across Blackberry, Android, Windows Mobile, Windows Phone, and iOS operating systems;
➔ **NASA**: powering Big Earth and Ocean Science data analytics;
➔ **NASA Jet Propulsion Laboratory**: accessing content across multi-mission, multi-instrument science data systems;
➔ **Netflix**: data ingestion pipeline and stream processing 3 trillion events each day;
➔ **Novopay**: serving as a transactional backbone to processes $80M+ each month;
➔ **Panama Papers**: library, search, and document management tools used in the 2.6TB Pulitzer Prize-winning investigation;
➔ **Pinterest**: processing 800B+ daily events;
➔ **Target.com**: driving $1B+ in revenue through Big Data optimization;
➔ **Twitter**: processing and analyzing more than a zettabyte of raw data through 200B+ tweets annually;
➔ **Uber**: handling 1M writes per second for 99.99% availability to users and drivers;
➔ **US Federal Aviation Administration**: system-wide information management that enables every airplane take off and land in US airspace;

CHAIRMAN'S REPORT
by Craig Russell

We closed the books on another fantastic year in FY2019. We now total 202 self-governing Apache Top-Level Projects, having added Airflow, Griffin, HAWQ, Joshua, NetBeans, PLC4X, Pulsar, Service Comb, Skywalking, Traffic Control, and Unomi. Apache projects are used in many aspects of Web and computing infrastructure, from back end Web servers to Big Data processing, Artificial Intelligence, machine automation, and developer tools.

The ASF saw significant growth outside the United States, particularly in China where several communities have become part of the Apache family and many software development conferences have been actively supported by Apache.

We recognize that in order to develop software that meets the needs of underserved communities, our own communities need to become more welcoming and safe for all participants. We plan to establish a group specifically to address Diversity and Inclusion issues in our project communities.

The Apache Incubator continues to welcome new communities that wish to become part of the Apache family of projects. In the Incubator, projects learn The Apache Way of self-government and the intricacies of licensing to remove risk from downstream consumers of the projects. In FY2019 we had 15 podlings active in the Incubator, and graduated 11 of them to Top-Level Projects.

We continue to add new Members and Committers as the Foundation grows. In FY2019 we increased the number of members to 766 and increased the number of committers to more than 7,000.

We have managed growth while paying strict attention to financial stability. In FY2019 we increased our sponsorships and improved our financial reserves to be able to accommodate the infrastructure requirements of our projects projected five years into the future. The five year plan can be found at https://www.apache.org/board/plan.html

The raison d'être of Apache is to provide software to the public at no charge, and we do this by providing services to the communities that produce this software. These services include code repositories, Web site hosting, continuous build and integration, software distribution, trademark registration, legal services, and public relations.

We are extremely grateful to our Sponsors who support our work year after year. Our Sponsors include many companies in Web services, finance, retail, media, social media, cloud services, and developer tools and services. You can see a full list of our Sponsors at https://www.apache.org/foundation/thanks

PRESIDENT'S REPORT
by Sam Ruby

2019 marked the 20th year of The Apache Software Foundation's existence and signals a valuable point to take stock of the path we've taken and the trajectory we are headed on in the future. At the end of FY19, we had 202 top level projects with another 54 in incubation. We also moved 3 projects to the attic during the year. Overall that represents one project added approximately each month.

This points to a steady, consistent pattern of growth, and a slight gain on last year's growth rate, but not unsustainable.

The operational side of the Foundation focuses on making sure projects can focus on shipping software: to that end ASF Operations focuses on providing services to Apache projects. For example, Brand Management facilitates project trademark registration, product name reviews, along with other trademark and brand advice. This year, an outsized amount of effort was spent on dealing with groups infringing on our communities trademarks. Particularly problematic were groups that created derivative licenses using the Apache Software License name and thus causing confusion.

Of course such challenges aren't limited to Apache and its brands. This year has oddly seen more confusion and ambiguity around what constitutes Open Source 20 years after its formal definition. Some in the tech industry are trying to exploit the goodwill earned by the larger Open Source community. In addition to marketing our projects, the Marketing & Publicity team has been focused on telling the story of Open Source at Apache, and highlighting the elements of community collaboration and transparency; in effect helping to bear the standard for Open Source.

Our Travel Assistance Committee worked to connect newcomers with the greater Apache community by providing travel scholarships to attend ApacheCon. This builds on the efforts of the Committee since its creation in 2008, with the intention to welcome those who would otherwise be unable to attend Apache events, and increase the number of contributions to our community as well as widen exposure to Open Source.

Of course, none of this is possible without the generous support of our sponsors and donors. The Fundraising Committee has worked in not just interacting with our sponsors, but modernizing our tracking and handling of sponsors and making sure that our processes are scalable within our volunteer-led organization.

Our Finance team has focused on planning and reporting to allow us to make better informed decisions and in the process is making us more sustainable. While we work on annual budgets and a 5-year plan, our vision is to continue to be sustainable, relevant, and vibrant in the next 50

years. This year we closed the fiscal year with a modest surplus for the year, largely due to our functional areas coming in under budget, and carefully managing their expenses.

The Apache Software Foundation continues to evolve, innovate, and lead by example — a testament to our principles that have brought us through the first 20 years. The impact of Apache project communities on the world has never been greater, and validates our well established and flourishing bottom-up, community-centric Open Source process.

TREASURER'S REPORT
by Ulrich Stärk

Now in my third year as Treasurer, with Myrle Krantz as Assistant Treasurer, and Virtual's continued assistance we have been able to accomplish the following:

The Foundation is in excellent fiscal shape with all tax and compliance forms filed on time. Latest public filings can be found at http://www.apache.org/foundation/records/ . NOTE: The FY2018-2019 public filings should be available as soon pending IRS sending them via Guidestar. See https://www.guidestar.org/profile/47-0825376

We have continued producing Quarterly financial reports, working with the President and Virtual to get them in a timely manner to Sally Khudairi, V.P. of Marketing and Publicity, for publication. Board and V.P. Fundraising are continuing discussions and tasks to ensure the existence and continued growth of the foundation.

The majority of our cash remains in a CDARS account at Boston Private which provides FDIC insurance for the full amount. The funds are invested in certificates of deposit through various banks with variable terms so that liquidity is always ensured.

Net Profit for FY19 $331,005, See the attached report

FINANCIAL STATEMENT

Contents	Apr 30, 19	Apr 30, 18	$ Change	
ASSETS				
Current Assets				
Checking/Savings				
Boston Private Checking Account	2,250,000.00	2,250,000.00	0.00	
Citizens Money Market	1,078,065.15	965,655.07	112,410.08	
Citizens Checking	473,525.77	-252,468.91	725,994.68	
Paypal - ASF	1,248.97	1,238.60	10.37	
Total Checking/Savings	3,802,839.89	2,964,424.76	838,415.13	
Accounts Receivable				
Accounts Receivable	446,500.00	165,809.19	280,690.81	
Total Accounts Receivable	446,500.00	165,809.19	280,690.81	AR 4/30/19
Other Current Assets				
Prepaid Expenses	0.00	12,825.08	-12,825.08	
Total Other Current Assets	0.00	12,825.08	-12,825.08	
Total Current Assets	4,249,339.89	3,143,059.03	1,106,280.86	
Other Assets				
Acc Depreciation- Equipment	-132,825.66	-132,825.66	0.00	
Computer Equipment	132,825.66	132,825.66	0.00	
Security Deposits Asset	22,500.00	22,500.00	0.00	
Total Other Assets	22,500.00	22,500.00	0.00	
TOTAL ASSETS	4,271,839.89	3,165,559.03	1,106,280.86	
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	474.00	47,247.47	-46,773.47	
Total Accounts Payable	474.00	47,247.47	-46,773.47	AP 4/30/19
Other Current Liabilities				
Prepaid Revenue	400.00	0.00	400.00	
Suspense Liability	6,009.70	0.00	6,009.70	
Temp Restricted Donations	500,000.00	0.00	500,000.00	
OpenWhisk Project - Restricted	1,000.00	0.00	1,000.00	
Pinapple donation	892,881.67	892,881.67	0.00	
Total Other Current Liabilities	1,400,291.37	892,881.67	507,409.70	
Total Current Liabilities	1,400,765.37	940,129.14	460,636.23	
Total Liabilities	1,400,765.37	940,129.14	460,636.23	
Equity				
Opening Balance Equity	1,570,838.20	1,570,838.20	0.00	
Retained Earnings	654,591.69	514,433.47	140,158.22	
Net Income	645,644.63	140,158.22	505,486.41	
Total Equity	2,871,074.52	2,225,429.89	645,644.63	
TOTAL LIABILITIES & EQUITY	4,271,839.89	3,165,559.03	1,106,280.86	

FUNDRAISING
by Daniel Ruggeri

As always, we would like to start our fundraising report by thanking our Sponsors for their continued support. As a 501(c)(3) charity, our Sponsors are our sole source of funding. Everything we're able to do is because our Sponsors have made it possible. For the 2019 fiscal year, we were able to exceed our fundraising goals thanks to the generosity of our Sponsors!

This past year has been focused on improving and modernizing our discipline. We started the fiscal year by carefully evaluating and implementing a model of paid support to augment our volunteer work. We also began earnest effort to improve our documentation to lower the bar to volunteers entering the space (fundraising.apache.org), improve the discoverability of information (shared drives and documentation) and strengthen our backoffice support for Sponsors.

A significant accomplishment was establishing the Sponsor Ambassador program and solidifying our thoughts on the program to ensure our Sponsors always have someone they can go to for any inquiry. To that end, we were delighted to add Ted Liu, Bob Paulin, and Craig Russell as Sponsor Ambassadors. In support of this program, we established a mandatory training session for our Ambassadors. By successfully launching the program, we have been able to begin proactive reach out and communications to our various Sponsors.

Given our wonderful growth, we have had understandable scaling challenges that we've put much effort into solving through process improvements, use of technology and improved communications. We're pleased to have established and communicated the formal Targeted Sponsorship policy this past year. We've additionally placed focus later in the year toward "mechanizing" process flows through digital document signing and Web form-based Sponsor onboarding. Integrating these modern technology practices has reduced manual effort spent through "undifferentiated heavy lifting" and improved the quality of administrative tasks.

In support of development on the 5-year plan and thanks to the positive experience with scaling labor through judicious use of third party expertise, we established and began moving toward a new fundraising model in December whereby the core of fundraising remains volunteer-led, and day-to-day operational work plus relationship development is driven through paid support personnel. This is a necessary step to ensure we can keep up with the growing needs of the Foundation. It also serves to further drive our improvements in documentation and process.

As with 2018, we are supporting our events team by providing fundraising services. Our improvements in documentation, "mechanization" and processes have followed to this additional area as clarified roles and responsibilities, significantly clearer workflows and an improved model similar to our Foundation fundraising. While event fundraising sales are driven by a combination of volunteers and professional sales experts, we also ensure each event has a lead volunteer to serve as the Event Sponsor Ambassador to provide a backstop to the event planning team and ensure our sponsors have everything they need.

And finally, to recognize our "Apache Family", we want to note the support of the following sponsors:

10 Platinum Sponsors: Amazon Web Services, Cloudera, Comcast, Facebook, Google, LeaseWeb, Microsoft, the Pineapple Fund, Tencent Cloud, and Verizon Media.

9 Gold Sponsors: Anonymous, ARM, Bloomberg, Handshake, Huawei, IBM, Indeed, Union Investment, and Workday.

11 Silver Sponsors: Aetna, Alibaba Cloud Computing, Baidu, Budget Direct, Capital One, Cerner, Inspur, ODPi, Private Internet Access, Red Hat, and Target.

25 Bronze Sponsors: Airport Rentals, The Blog Starter, Bookmakers, Cash Store, Casino Bonus, CarGurus, Casino2k, Cloudsoft, Emerio, Footprints Recruiting, HostChecka.com, HostingAdvice.com, HostPapa Web Hosting, Mobile Slots, Host Advice, Mutuo Kredit AG, Online Holland Casino, ProPrivacy, PureVPN, RX-M, SCAMS.info, Site Builder Report, Start a Blog by Ryan Robinson, Talend, Twitter, and Web Hosting Secret Revealed

- and -

6 Platinum Targeted Sponsors: DLA Piper, JetBrains, Microsoft, OSU Open Source Labs, Sonatype, and Verizon Media.

5 Gold Targeted Sponsors: Atlassian, The CrytpoFund, Datadog, PhoenixNAP, and Quenda.

3 Silver Targeted Sponsors: Amazon Web Services, Hotwax Systems, and Rackspace.

10 Bronze Targeted Sponsors: Bintray, Education Networks of America, Google, Hopsie, No-IP, PagerDuty, Peregrine Computer Consultants Corporation, Sonic.net, SURFnet, and Virtru.

And last but not least, our **2019 event sponsors:** Aiven, AWS, CrowdStrike, eBay, DataStax, Google, HotWax Commerce, IBM, Instaclustr, Jahia, Linode, RedHat, ShapeBlue, SK Holdings, Tencent, and WhiteSource.

We want to express our thanks to our very generous Sponsors who are crucial to the Apache Software Foundation's success! Thank you, thank you, thank you.

PLATINUM SPONSORS:

Verizon Media

Google

Cloudera

Facebook

Pineapple Fund

LeaseWeb

Tencent

Amazon Web Services

Microsoft

Comcast

GOLD SPONSORS:

ARM®

Bloomberg

Anonymous

ARM

Bloomberg

handshake

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Handshake

Huawei

IBM

indeed

Union Investment

workday.

Indeed

Union Investment

Workday

SILVER SPONSORS:

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Aetna

Alibaba Cloud
Alibaba Cloud Computing

Bai du 百度
Baidu

Budget Direct
simply smarter insurance
Budget Direct

Capital One®
Capital One

Cerner
Cerner

inspur
Inspur

ODPi
odpi.org
ODPi

PIA
private internet access™
Private Internet Access

Red Hat, Inc.

TARGET®
Target

BRONZE SPONSORS:

Airport Rentals | The Blog Starter | Bookmakers | Car Gurus | Cash Store | Casino2k | Casino Bonus
Cloudsoft | Emerio | Footprints Recruiting | Host Advice | HostChecka.com | HostingAdvice.com
HostPapa Web Hosting | Mobile Slots | Online Holland Casino | ProPrivacy | PureVPN | RX-M
SCAMS.info | Site Builder Report | Talend | Twitter | Web Hosting Secret Revealed

TARGETED PLATINUM SPONSORS:

Microsoft

Sonatype

JetBrains

Verizon Media

DLA Piper

OSU Open Source Labs

TARGETED GOLD SPONSORS:

Atlassian

The CrytpoFund

Datadog

PhoenixNAP

Quenda

TARGETED SILVER SPONSORS:

Amazon Web Services   Hotwax Systems   Rackspace

TARGETED BRONZE SPONSORS:

Bintray | Education Networks of America | Google | Hopsie | No-IP
PagerDuty | Peregrine Computer Consultants Corporation | Sonic.net | SURFnet | Virtru

INDIVIDUAL DONATIONS

The Apache Software Foundation receives many smaller donations from individuals year-round.
Thank you to all for your support of our work.

https://donate.apache.org/

INFRASTRUCTURE

by David Nalley

This year Infrastructure has focused on making our project communities more productive, and delivering services to that end. This has resulted in some growth for the team itself, as well as growing our underlying infrastructure. Overall, uptime and availability has exceeded our goals.

In April 2019, our team met in New Orleans for our annual face-to-face gathering. We use this meeting to build and strengthen the social bonds of the team, and to work on high impact projects that benefit from the higher bandwidth we get. In addition to this inward-focused meeting we also attended ApacheCon NA in Montréal in November 2018 to interact and build relationships with members of the Foundation's project communities, and plan to continue that at both ApacheCons planned for FY2020.

Old Services Made New

Last year we focused on enabling our communities to self-serve, or to use automation to accomplish the most commonly requested work items for things like creating a mailing list or a git repository. Work continues on that front, but this year a lot of our efforts shifted to consolidation.

For the past two years we've worked on our "Gitbox" service which allows communities to use GitHub as their development nexus. Over the past 5 years this was consistently the most requested 'feature' that committers asked for from Infrastructure. This year that work completed – our projects are free to use and make commits on GitHub, which dramatically lowers the bar to contribution for people new to our projects. Gitbox allows us to completely automate permissions across nearly 1,800 git repositories based on our LDAP infrastructure, as well as monitor each of those GitHub accounts for security compliance. At the same time, we have a completely automated process to ensure that the Foundation keeps a separate copy of all source code under our control. As predicted last year, we deprecated our own stand-alone git service.

Historically we've operated two wiki services. The oldest of these is our MoinMoin wiki instance which has been in place since at least 2003. We started the process of migrating all of the content on MoinMoin to our Confluence wiki, which reduces the number of services that we support and allows us to concentrate on providing a better experience. We expect our MoinMoin deployment to be fully deprecated in Q1 of FY20.

Our monitoring services have greatly expanded, and we've put in place what essentially amounts to Denial of Service prevention with an infrastructure project called "Blocky". This has resulted in much less demand for bandwidth and a far more resilient infrastructure. You can read more about the details here:

https://www.apache.org/dev/infra-ban.html

Apache has always been international, but historically most of that has been concentrated in Western Europe and North America. However, as the Foundation has grown, so has the geographical diversity of our contributors, and thus increased the demand for more geographically diverse Infrastructure resources. To that end, this past year we've been evaluating CDN offerings to ensure that virtually all of our contributors have fast access to our various Web properties. It's our hope that we'll role this out in production in FY20.

PROJECTS AND CODE

There are more than 350+ projects and initiatives at the ASF:

➔ Apache Top-Level Projects --202 committees managing 330 projects and sub-projects; 10 of which are newly-graduated Top-Level Projects;

➔ Incubating podlings --48 projects are currently undergoing development in the Apache Incubator; 6 were retired.

Timelines
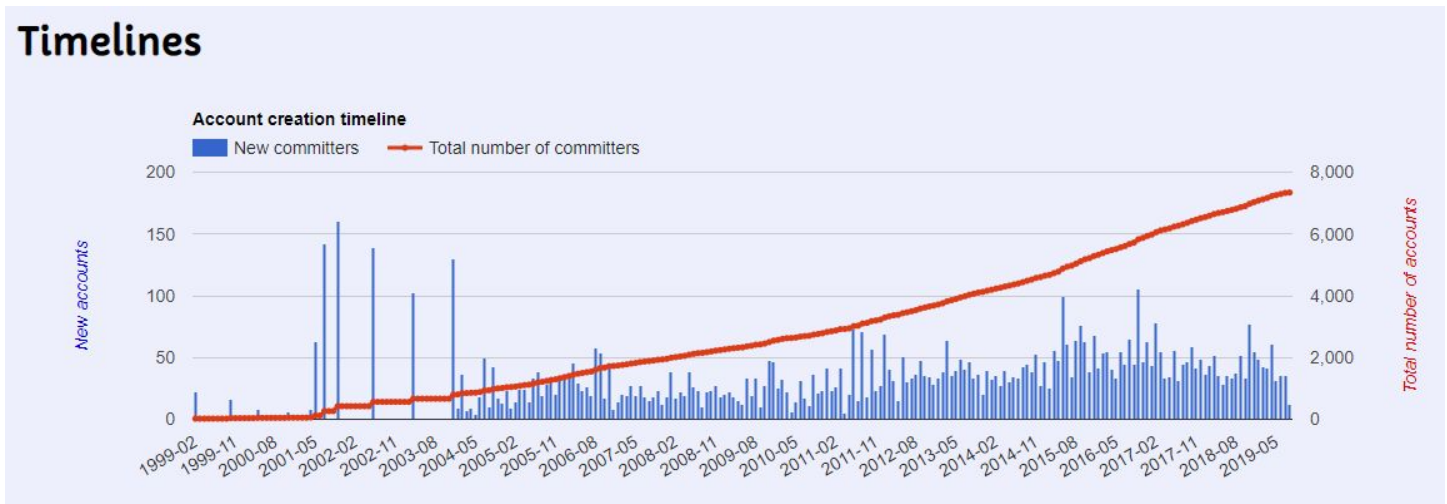
A Project Management Committee (PMC) guides each Apache Project's day-to-day operations, including community development and product releases.

Highlights:

➔ continued guardianship of 190M+ lines of code in the Apache repositories;
➔ 9M+ source code downloads from Apache mirrors (excluding convenience binaries);
➔ 1,800 git repositories, containing ~75GB of code and repository history;
➔ Web requests received from every Internet-connected country on the planet;
➔ 35M page views per week across apache.org.

Evolution of Codebase over time
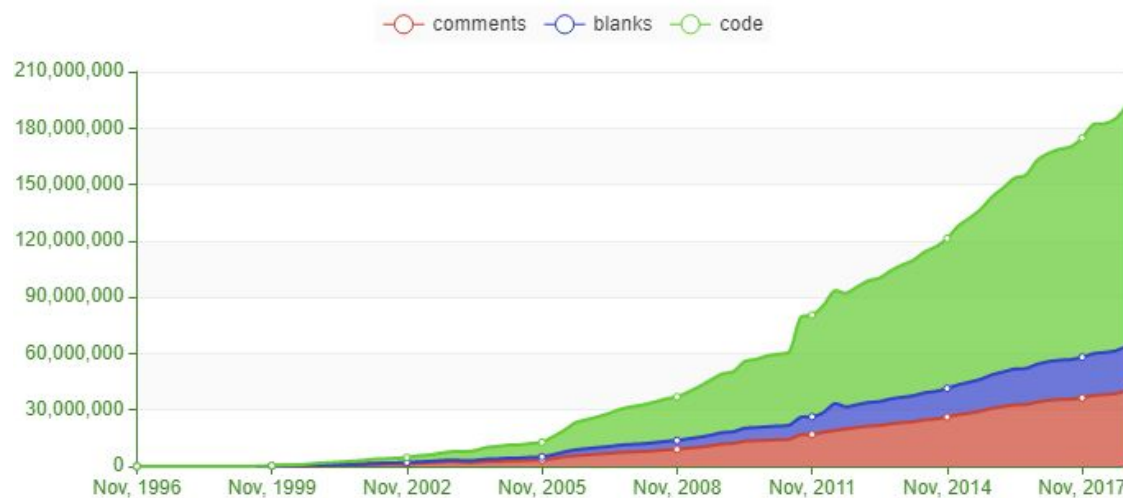
Lines of Code changed over the past year
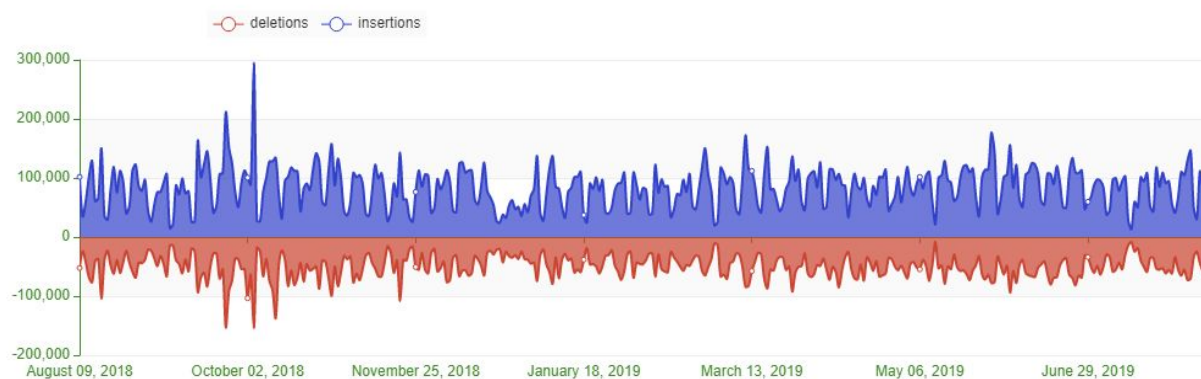
Committers and Authors over the past year
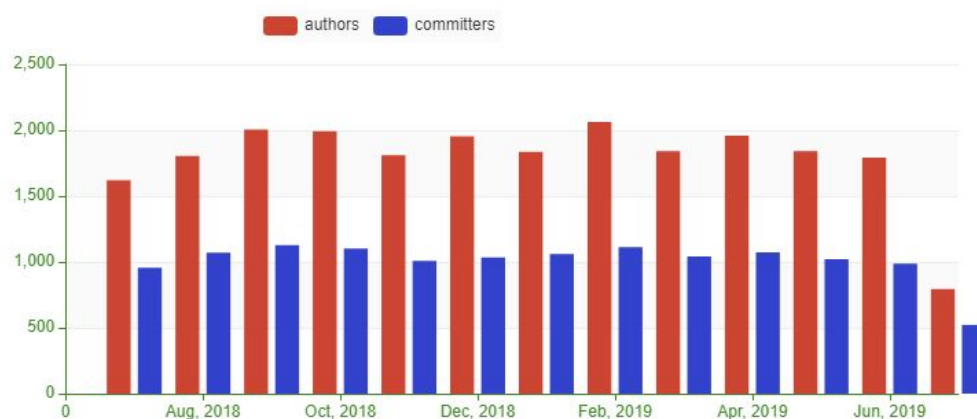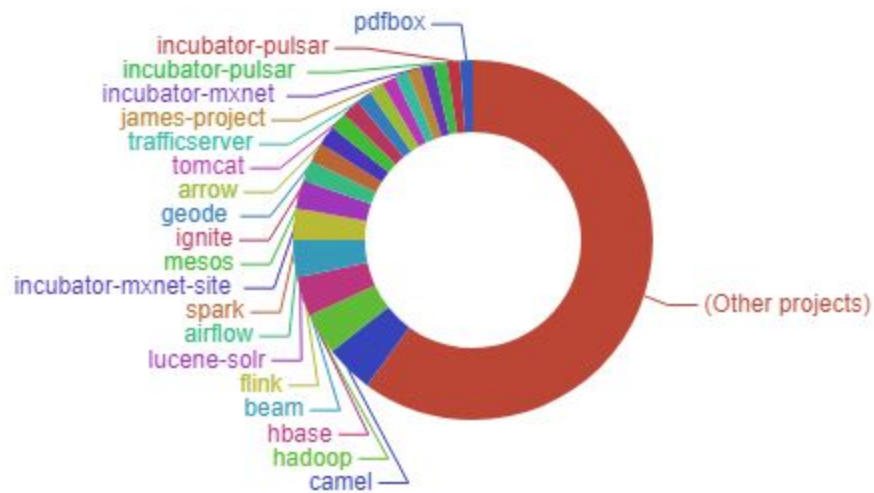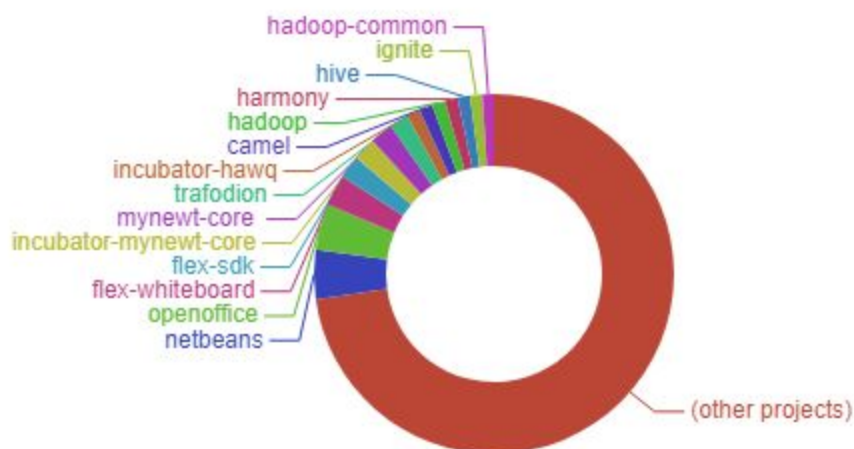
Most Active Visits and Downloads
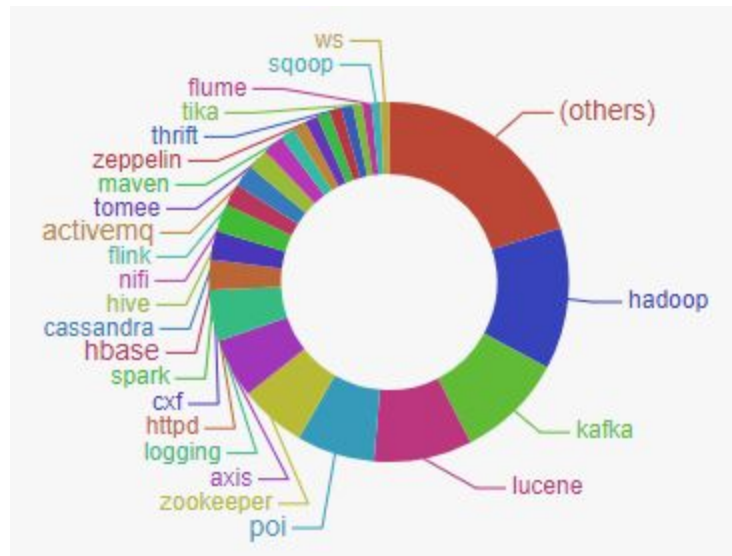
Commit History
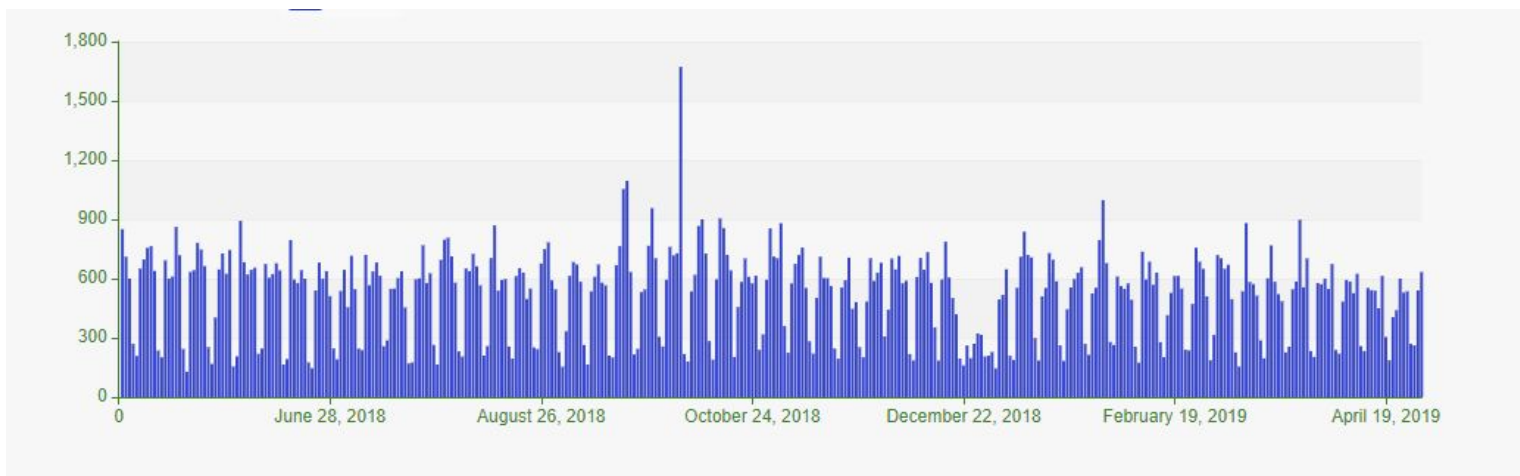
Largest/Busiest repositories
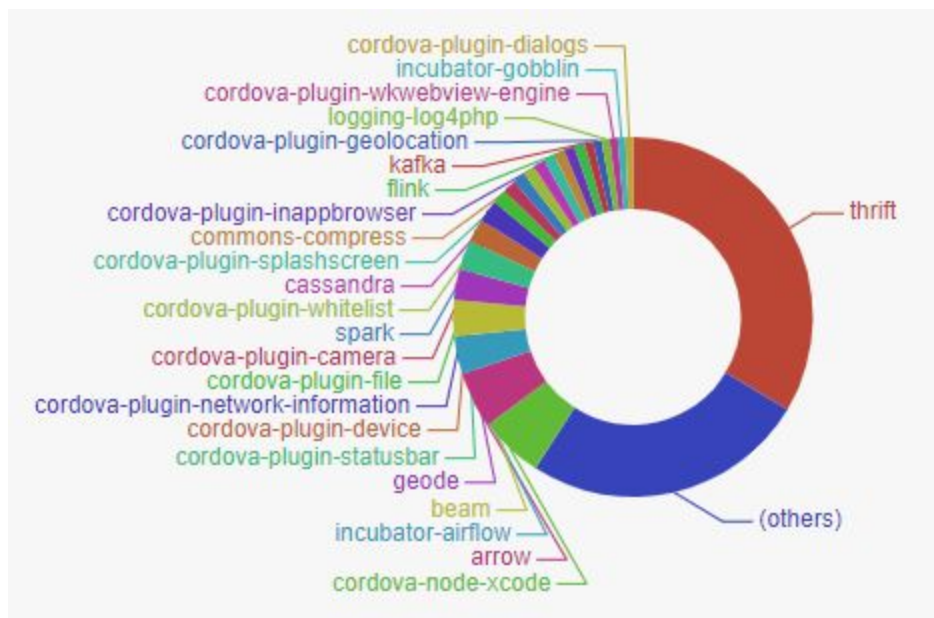
Top Repositories by number of commits

Top Repositories by Lines of Code

THE
APACHE® SOFTWARE FOUNDATION
http://www.apache.org/

GitHub Traffic

Most Active Sources: Clones

Most Active Sources: Visits

THE
APACHE® SOFTWARE FOUNDATION
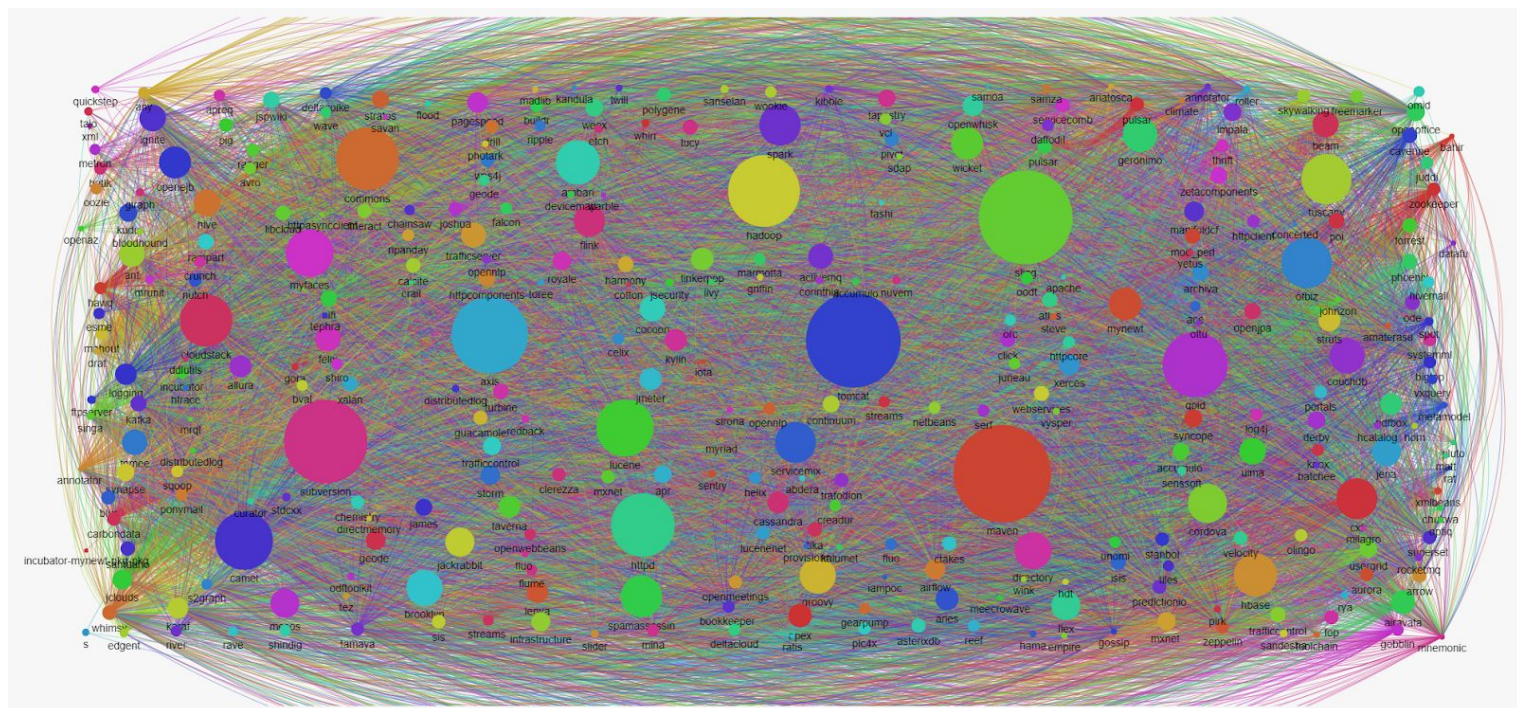http://www.apache.org/
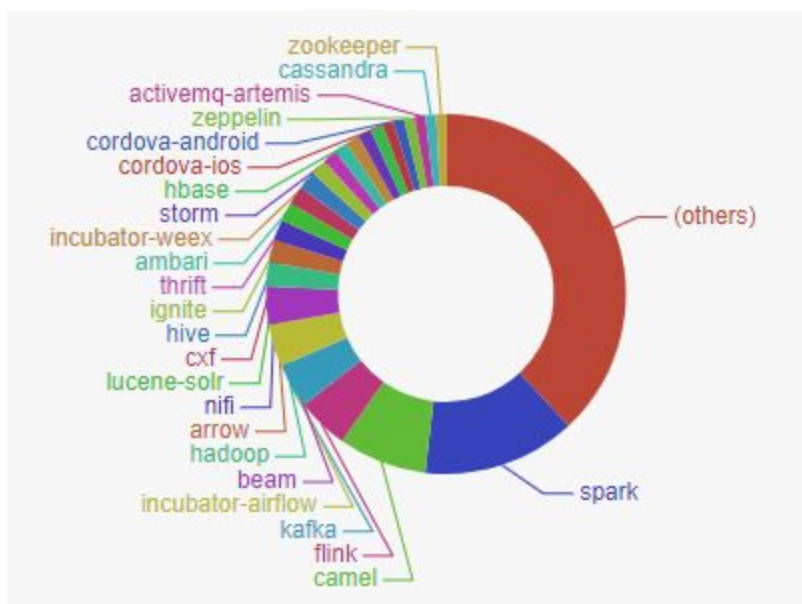
Worldwide Activity

5,958,553 in total from 230 countries
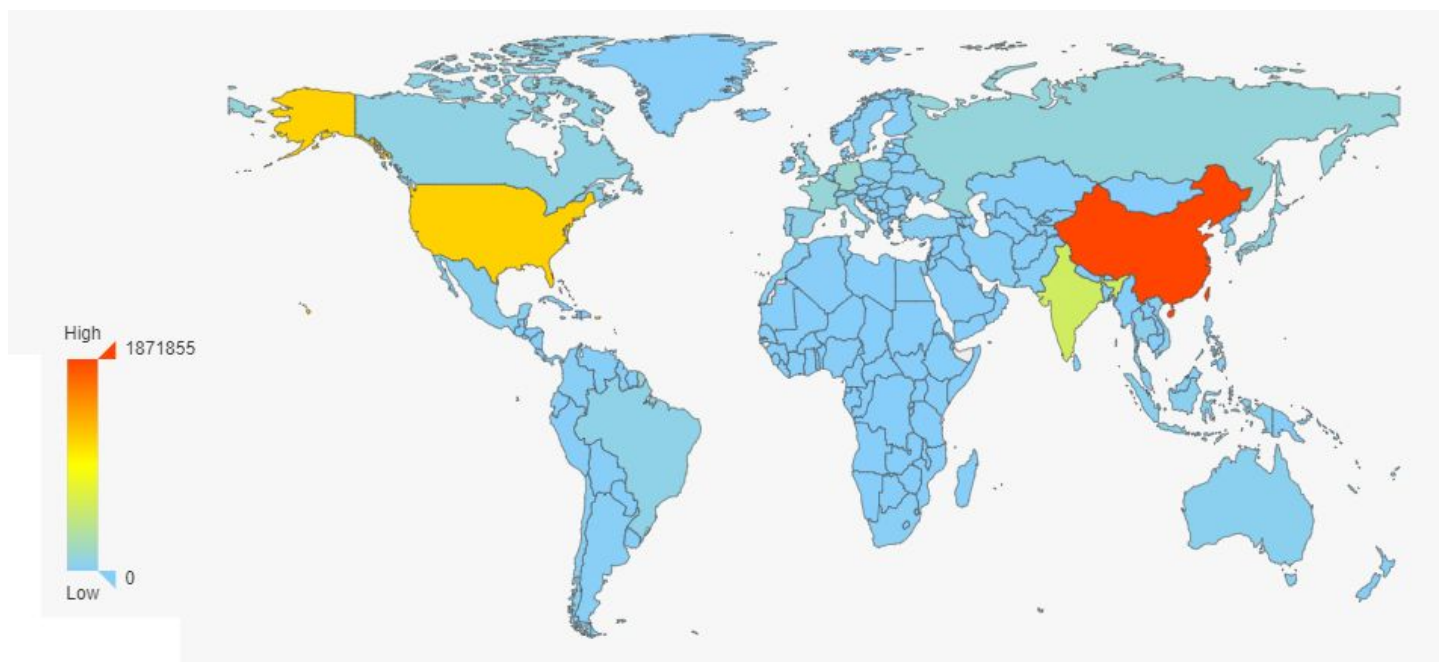
Project Relationships --All Apache Projects

7456 connections; highest connection count is 148, average is 60 across all 245 projects.
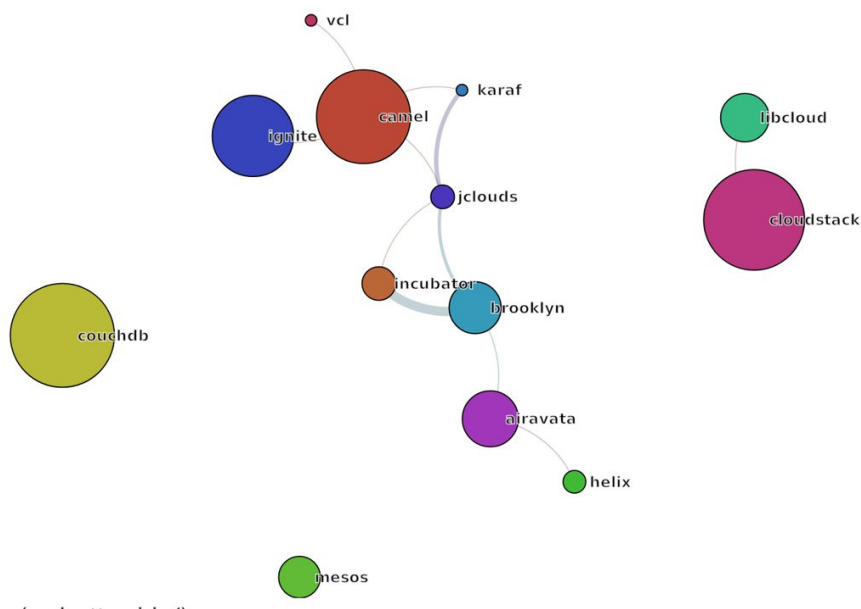
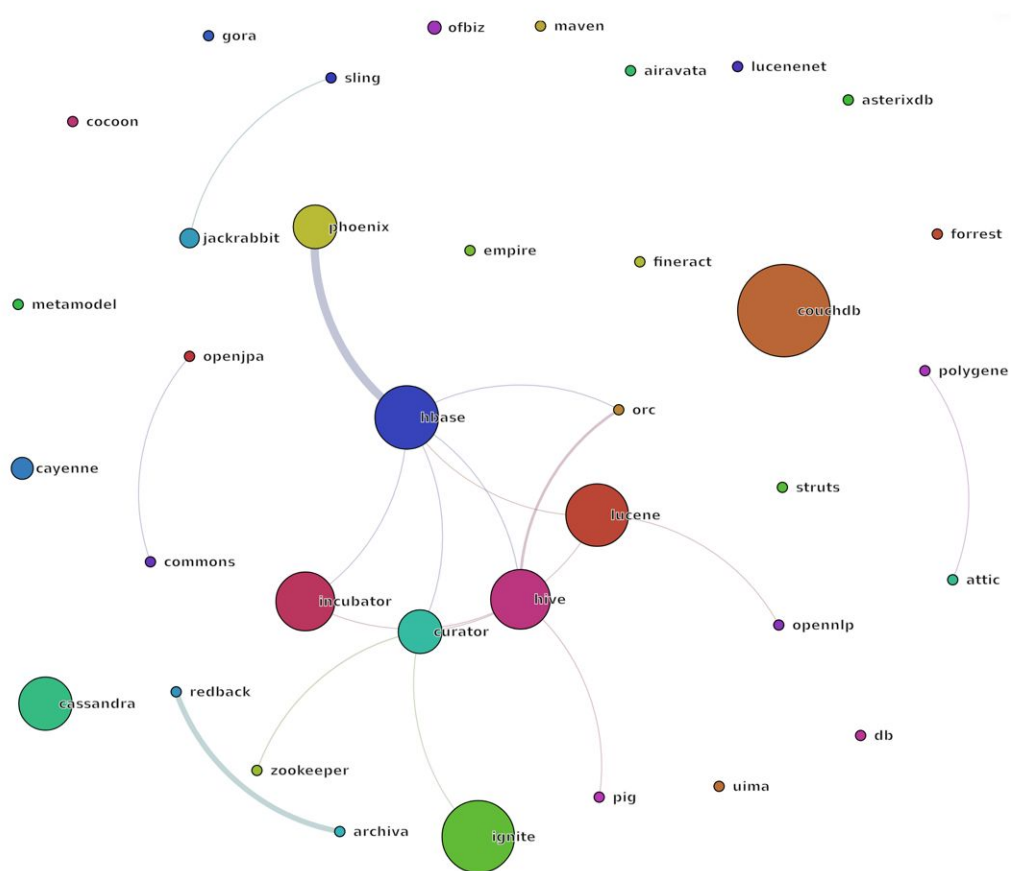# Project Relationships --All Projects: Committer Connections

Project Relationships --Apache Big Data Projects
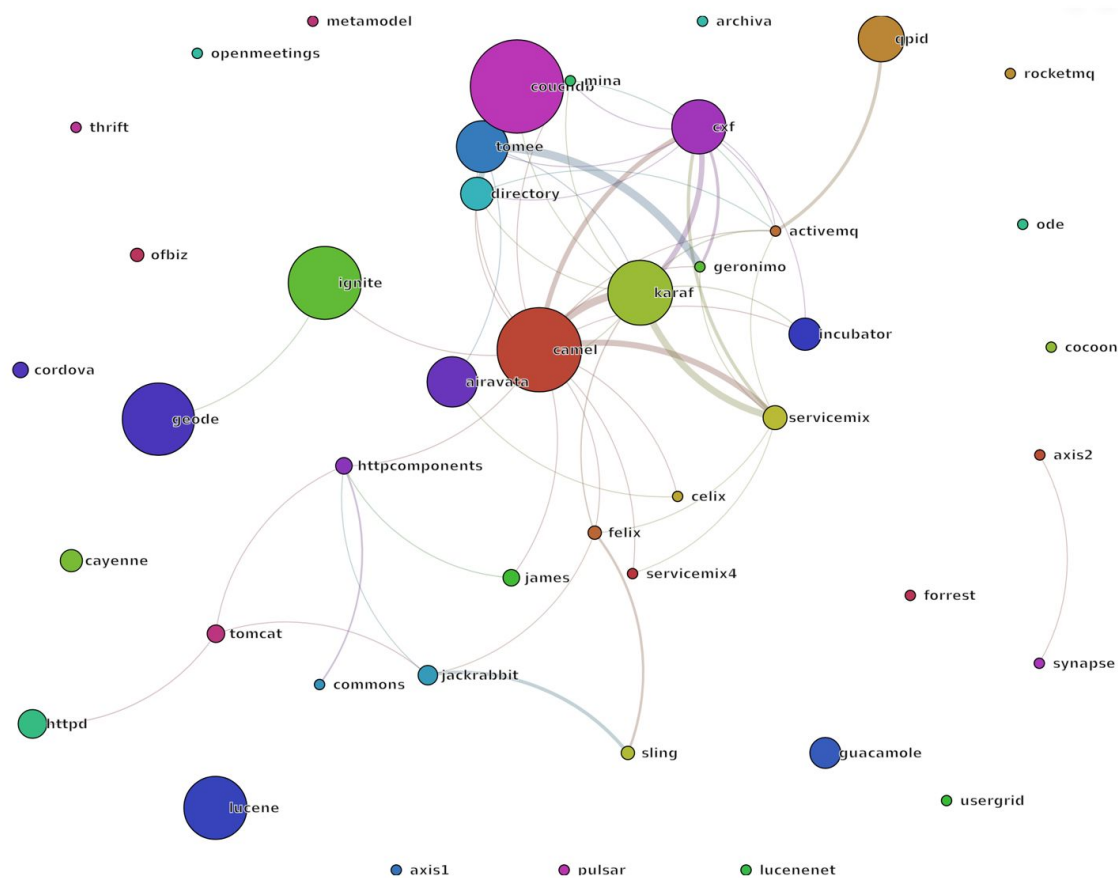
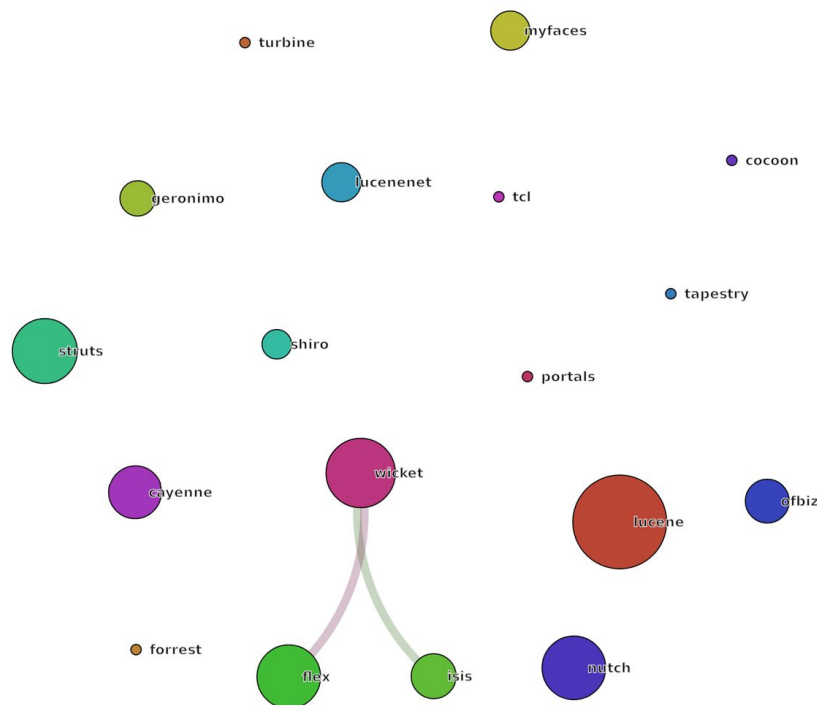# Project Relationships --Apache Cloud Projects

Project Relationships --Apache Database Projects

Project Relationships --Apache Network-Server Projects

Project Relationships --Apache Web Frameworks Projects

APACHE INCUBATOR

Amaterasu · APACHE Annotator · BatchEE · BRPC · crail

Daffodil · DataSketches · DLab · druid

ECHARTS · DORIS · Apache Edgent · Flagon

HERON · Hivemall · Apache hudi · ICEBERG

IoTDB · LIVY · MARVIN

mxnet · apache myriad · Nemo · PONY MAIL

OMID · APACHE OpenWhisk · pinot · RYA · S2 GRAPH

SDAP · ShardingSphere · Apache SINGA · Somoa · Apache Spot · Superset

TAMAYA · Apache Tephra · Apache Taverna · Apache Toree

APACHE TRAINING · TUWENI · tvm · APACHE WARBLE · WEEX

CONTRIBUTIONS

Code for all Apache projects is written by more than 7,000 volunteer individuals and employees of corporations across six continents and contributed to the ASF at no cost. The ASF is governed by the community it most directly serves —the people collaborating within its projects.

➔ 3,215 Committers
➔ 69,641,483 lines of code changed
➔ 187,813 code commits

All individuals who are granted write access to the Apache repositories must submit an Individual Contributor License Agreement (ICLA). Corporations that have assigned employees to work on Apache projects as part of an employment agreement may sign a Corporate CLA (CCLA) for contributing intellectual property via the corporation. Individuals or corporations donating a body of existing software or documentation to one of the Apache projects need to execute a formal Software Grant Agreement (SGA) with the ASF.

During FY2019, the ASF Secretary processed:

➔ 770 ICLAs
➔ 28 CCLAs
➔ 26 Software Grants

Top 5 Contributors

Andrea Cosentino [filter]
3,490 commits during this period.
487,820 lines changed (298,753 insertions, 189,067 deletions).

Jean-Baptiste Onofré [filter]
2,487 commits during this period.
171,362 lines changed (100,074 insertions, 71,288 deletions).

zhangduo [filter]
2,011 commits during this period.
1,091,088 lines changed (630,609 insertions, 460,479 deletions).

Mark Thomas [filter]
2,002 commits during this period.
267,631 lines changed (185,088 insertions, 82,543 deletions).

Tilman Hausherr [filter]
1,641 commits during this period.
51,678 lines changed (37,730 insertions, 13,948 deletions).

APACHE PROJECT COMMUNICATIONS
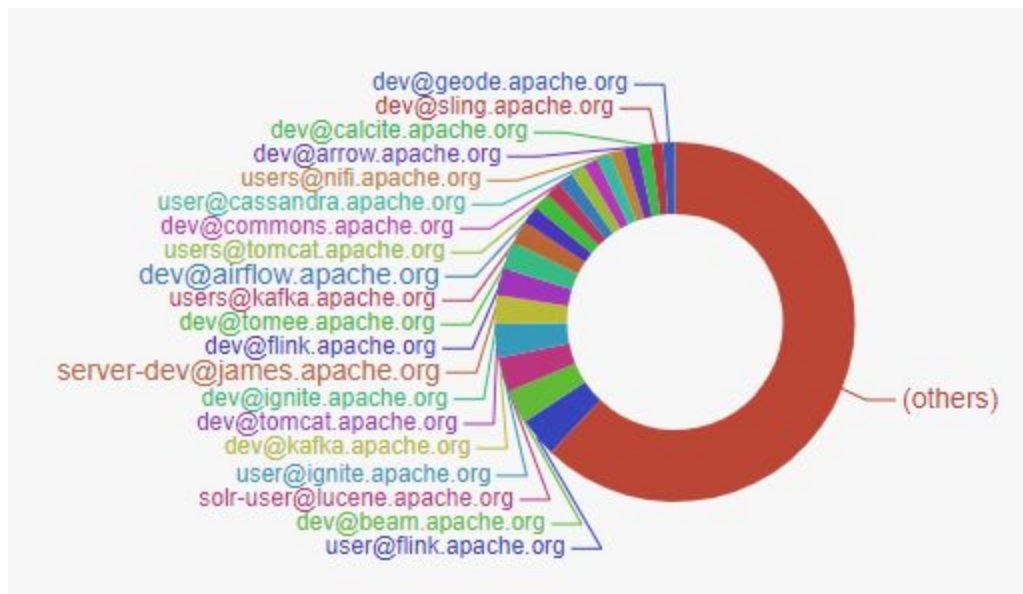
"If it didn't happen on-list, it didn't happen"

- ➔ 1,131 total number of Apache mailing lists
- ➔ 18,750 authors
- ➔ 1,402,267 emails
- ➔ 570,469 topics

Mail History
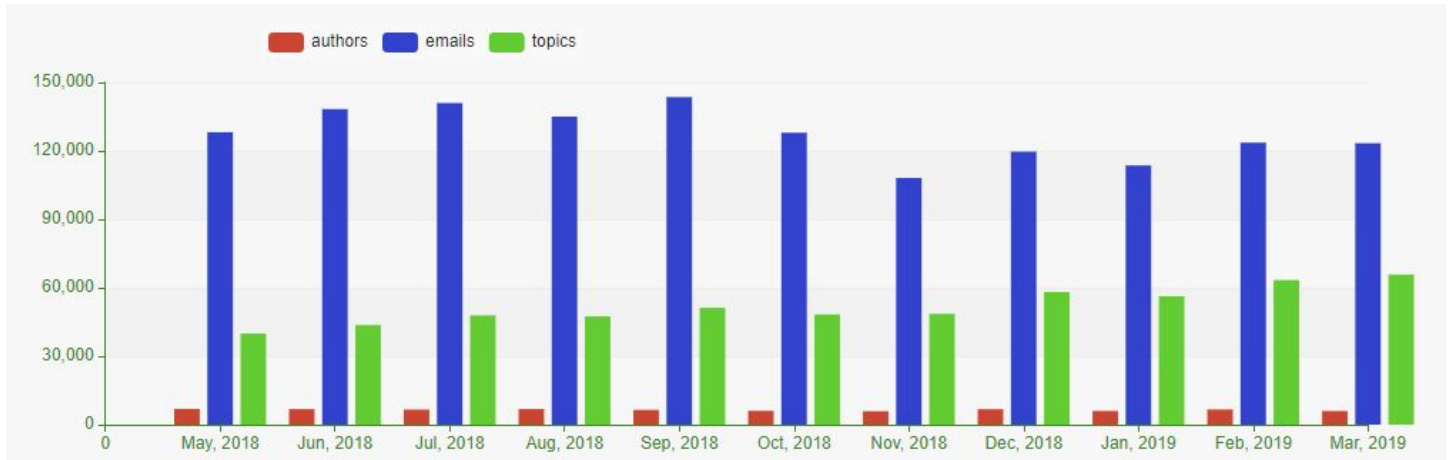
FY2019's top 20 most active Apache mailing lists (user@ + dev@)

COMMUNITY DEVELOPMENT
by Sharan Foga

The main focus of the first quarter was event participation. A key event for us was the Apache EU Roadshow which we helped to organise and manage. The Roadshow was held on 11-14 June 2018 in Berlin and was co-located with FOSS Backstage. The combination of technical and community related tracks across both conferences had good synergies. As a result, both the event and the collaboration were successful. Feedback collected from attendees also confirmed this.

During the Apache EU Roadshow we also recorded several interviews with speakers and attendees for the ASF podcast channel FeatherCast. As well as audio, video interviews were recorded. A short series of interviews called 'Board Conversations' was also launched where ASF Board Members can talk about their role at the Foundation.

In June, we participated at the Open Expo Europe in Madrid. We had a booth and also several presentations about Open Source, community development and The Apache Way. Feedback from our volunteers about the event was very positive. Our involvement at this event has been a good way to spread the ASF message to Spanish speaking audiences.

It has been a while since we participated at OSCON and so we were very happy to be allocated a booth and also have several ASF related presentations on the schedule. The booth had a constant stream of visitors and our stock of stickers/giveaways ran out quickly so in future we will make sure that we have more stock available.

In August, one of our key activities was coordinating and setting up a central logo repository for high resolution logos for every single ASF project. It was a great way to collaborate with all our projects on achieving a common goal. Everyone now has access to the latest versions of all ASF project logos, available in several formats. Feedback and participation from projects was extremely positive and we now have a great resource that our communities can use for marketing materials that helps promote and reinforce the Apache brand.

Our main focus in September was to help provide support for ApacheCon NA in Montréal. As usual we coordinated the Apache booth which is always a popular central meeting place throughout the conference. We spoke to conference attendees and also handed out promotional material and giveaways.

We are continuing to be active at external events. During September we participated at Solutions Hamburg and for the first time had an Apache booth at the event. Once again we received very positive feedback and interest from attendees wanting to learn more about ASF activities.

One of the main themes raised in November was around ways to encourage new contributors by finding techniques that could help onboard them by lowering the barriers to entry. Some new contributor onboarding material specifically tailored around Apache and participation in Apache projects has been developed and the community feedback has been very positive.

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Discussions also started about how to recognise non technical contributions. This is an area where Community Development could really help in the creation and development of materials and processes, as well as providing guidance to projects on how to use and implement them.

In December, we participated at the Paris Open Source Summit, one of the main Open Source events in France. We had an ASF booth and over the two day summit and saw lots of attendees who were keen to know more about the ASF. We were also invited to participate in a workshop to talk about how the administrative sector could help increase collaboration with Open Source foundations and communities.

Diversity and inclusion has been a key topic during the year with many discussions being raised on several different aspects. One suggestion is to separate out these efforts into a focussed Diversity and Inclusion committee that can coordinate activities.

The ASF has once again been chosen as a GSoC (Google Summer of Code) mentor organisation and a key role of the Community Development team is to help oversee the involvement of any participating Apache project.

We are still receiving many requests to participate at various events and are looking at running smaller Apache Roadshow style events as a way to reach audiences that may not have the capacity to attend ApacheCon.

The latest statistics from our mailing list shows that we have over 885 subscribers and during the year have had over 4,270 emails sent discussing nearly 2,733 different topics.

CONFERENCES

by Rich Bowen

In FY2019, we held one ApacheCon event, and three Roadshow events.

ApacheCon North America 2018, Montréal

Held in Montréal, September 24-27 2018, this event celebrated the 20th anniversary of ApacheCon. The first ApacheCon was held in Oakland, CA, in 1998.

ACNA18 was somewhat smaller than previous events, (or "intentionally intimate", as we termed it) as we continue to experiment with different event formats. As such, we were oversold on our space, and had a great event.

IBM, Comcast, and Microsoft were our Platinum sponsors. Amazon, Tencent, and Abusix were Gold sponsors. Linode and Red Hat were Silver sponsors. And ShapeBlue, Google Cloud, CloudOps, OPSWAT, and Sonatype were our Bronze sponsors.

Details of this event may be found at http://apachecon.com/acna18

Apache Roadshow Berlin

We partnered with FOSS Backstage in Berlin to hold a Europe Roadshow, June 13-14 2018. This consisted of a two-day Apache content track, and an Apache lounge upstairs at the venue, where we talked with many people who were interested in The Apache Software Foundation.

Details of this event may be found at https://foss-backstage.de/

Apache Roadshow DC

In March of 2019, we held an Apache Roadshow at George Mason University. This was one day, two tracks, of technical presentations, and a career fair.

More details may be found at https://apachecon.com/usroadshowdc19/

2019-2020

As of this writing, we have three events scheduled for FY2020. This includes Apache Roadshow Chicago in May; ApacheCon North America, in Las Vegas, in September; and ApacheCon Europe, in Berlin, in October 2019. Details of these events may be found on the ApacheCon Website at https://apachecon.com/

MARKETING AND PUBLICITY

by Sally Khudairi

The ASF's marketing, publicity, and promotional activities are executed by HALO Worldwide, who oversee all Foundation-level strategic planning and day-to-day tactics, as well as support:

➔ Apache Projects and their Communities
➔ ASF Fundraising and Sponsor Relations
➔ Apache Trademarks and Brand Management
➔ Apache Community Development
➔ Apache Conferences and Events

FY2019 highlights include:

➔ 26 Press Releases
➔ 96 Informal Announcements
➔ 480 Tweets
➔ 53.3K Twitter followers
➔ 157 LinkedIn posts
➔ 629.9K LinkedIn impressions
➔ 59 Media Queries
➔ 24,220 Media Clips on ASF
➔ 37,837 Media Clips on Apache projects and ApacheCon
➔ 15 Analyst Briefings and Queries
➔ 345 Analyst Reports
➔ 52 Apache News Round-Ups
➔ 3 Quarterly Reports/Operations Summaries
➔ FY 2018 Annual Report https://s.apache.org/FY2018AnnualReport

Special Projects:

➔ 20th Anniversary of The Apache Software Foundation
   - Press release https://s.apache.org/ASF20thAnniversary
   - Our Founders look back on 20 Years of the ASF! https://s.apache.org/YnHi
   - 20 Years of Open Source Innovation, The Apache Way https://s.apache.org/CmA3
   - ASF Promo Video https://s.apache.org/ASF20
   - Briefing: The Apache Way http://www.apache.org/theapacheway/
   - Foundation Highlights: 1999-2019 http://www.apache.org/press/highlights.html
   - Foundation Reports and Statements http://www.apache.org/foundation/reports.html
   - ApacheCon Promo Video https://s.apache.org/ApacheCon
   - New homepage and design of apache.org http://apache.org/
   - Nearly 2,800 engagements on social media
   - Digital ad campaigns garnered 287.5K impressions
➔ The Apache Way to Sustainable Open Source Success https://s.apache.org/GhnI

- ➔ Apache in 2018: By The Digits https://s.apache.org/Apache2018Digits
- ➔ "Success at Apache" https://blogs.apache.org/foundation/category/SuccessAtApache
- ➔ ASF Sponsor profiles: Bloomberg https://s.apache.org/jKNc Leaseweb
- ➔ Giving Tuesday: Individual Giving campaign https://s.apache.org/9cCy
- ➔ Project Perspectives: Apache RocketMQ and The Apache Way https://s.apache.org/c358
- ➔ Media & Analyst Training for ASF Directors, Officers, Infrastructure, and PMCs
- ➔ Launch of Central Services to expand support for creative and outreach projects
- ➔ Planning redesign of apachecon.com

Activities include:

- ➔ Communications and messaging oversight
- ➔ Promotional and brand guidelines for corporate users and implementers
- ➔ Foundation-wide project analytics services
- ➔ Project publicity and outreach support
- ➔ Event signage, collateral, and promotional giveaways
- ➔ Apache Feathercast (the voice of the ASF) https://feathercast.apache.org/
- ➔ Apache project analytics, statistics, and visualizations
- ➔ Visual identity/graphics support
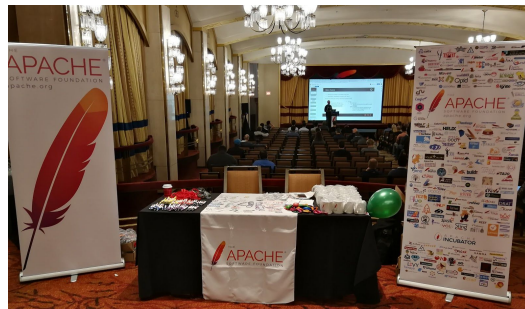
Press Releases

- 29 April - The Apache® Software Foundation Expands Infrastructure with GitHub Integration
- 24 April - The Apache Software Foundation Announces Apache® NetBeans™ as a Top-Level Project
- 24 April - The Apache Software Foundation Announces Apache® SkyWalking™ as a Top-Level Project
- 23 April - The Apache Software Foundation Announces Apache® PLC4X™ as a Top-Level Project
- 3 April - The Apache® Software Foundation Announces Call for Presentations and Registration Open for ApacheCon, its Official Global Conference Series
- 26 March - The Apache® Software Foundation Celebrates 20 Years of Community-led Development "The Apache Way"
- 21 March - The Apache Software Foundation Announces Apache® Unomi™ as a Top-Level Project
- 20 March - The Apache Software Foundation Announces Apache® CloudMonkey® v6.0
- 4 March - MEDIA ALERT: The Apache Software Foundation to present on Apache software projects in government, cybersecurity, and more at Roadshow and Open Source Job Fair at George Mason University
- 19 February - The Apache® Software Foundation Announces Apache Arrow™ Momentum
- 23 January - The Apache Software Foundation Announces Apache® Hadoop® v3.2.0
- 8 January 2019 - The Apache Software Foundation Announces Apache® Airflow™ as a Top-Level Project
- 12 December 2018 - The Apache Software Foundation Announces Apache® Griffin™ as a Top-Level Project
- 31 October: The Apache Software Foundation Announces Apache® Subversion® v1.11.0
- 24 October: The Apache Software Foundation Announces Apache® ServiceComb™ as a Top-Level Project
- 23 October: The Apache Software Foundation Announces Apache® HTTP Server v2.4.37
- 25 September: The Apache Software Foundation Announces Apache® Pulsar™ as a Top-Level Project
- 20 September: The Apache® Software Foundation Welcomes Tencent as its Newest Sponsor at the Platinum Level
- 22 August: The Apache Software Foundation Announces Apache® HAWQ® as a Top-Level Project
- 9 July 2018 - The Apache® Software Foundation Announces Annual Report for 2018 Fiscal Year
- 4 June 2018 - The Apache Software Foundation Announces Apache® Traffic Control™ as a Top-Level Project
- 31 May 2018 - The Apache® Software Foundation Announces Added Support by Oath to Help Apache Infrastructure
- 23 May 2018 - The Apache Software Foundation Announces Apache® Wicket™ v8.0.0
- 17 May 2018 - The Apache® Software Foundation Announces Agenda, Keynotes, and Sponsors for ApacheCon™ North America 2018

TUESDAY MARCH 26, 2019

The Apache® Software Foundation Celebrates 20 Years of Community-led Development "The Apache Way"

[click for "ASF at 20" promo https://s.apache.org/ASF20]

World's largest Open Source foundation provides $20B+ worth of software for the public good at 100% no cost; Apache software used in every Internet-connected country on the planet.

Wakefield, MA —26 March 2019— The Apache Software Foundation (ASF), the all-volunteer developers, stewards, and incubators of more than 350 Open Source projects and initiatives, announced today its 20th Anni success.

The world's largest Open Source foundation is home to dozens of freely-available (no cost), enterprise-grade Apache projects that serve as the backbone for some of the most visible and widely used applications. The ub executing teraflops of operations, and storing billions of objects in virtually every industry. Apache software is an integral part of nearly every end user computing device, from laptops to tablets to phones.

"What started before the term 'Open Source' was coined has now grown to support hundreds of projects, thousands of contributors and millions of users," said Phil Steitz, Chairman of The Apache Software Foundation. " software and technology over the last twenty years. As the business and technology ecosystems around our projects have grown, our community-based open development model has evolved but remained true to the co simple idea that open, community-led development produces great software and when you make that software freely available with no restrictions on how it can be used or integrated, the communities that develop it get s a whole and on those of us who have had the good fortune of volunteering here. When we celebrate fifty years, I am sure that we will say the same thing."

Software for the Public Good
In 1999, 21 founders, including original members of the Apache Group (creators of the Apache HTTP Server; the World's most popular Web server since 1996) formed The Apache Software Foundation to provide softwa development under the auspices of the ASF, and has grown to serve more than 80 million Websites worldwide.

"The most successful revolutions are those birthed by Passion and Necessity. What keeps them going are Communities," said ASF co-founder Jim Jagielski. "Congratulations to the ASF and to everyone who has had a h

The Apache Way
The open, community-driven process behind the development of the Apache HTTP Server formed the model adopted by future Apache projects as well as emulated by other Open Source foundations. Dubbed "The Apa

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"Success at Apache" Posts

Highlighting the people and processes behind why the ASF "just works". New to FY2019 are Sponsor Profiles and Project Perspectives guest posts

https://blogs.apache.org/foundation/category/SuccessAtApache

- ➔ Positively impacting the world one contribution at a time by Dinesh Joshi
- ➔ What You Need to Know by Maximilian Michels
- ➔ Project Perspectives: Apache RocketMQ and The Apache Way by Von Gosling
- ➔ Apache Software Foundation Platinum Sponsor Profile: Leaseweb by Robert van der Meulen
- ➔ Growing with the ASF by Phil Steitz
- ➔ For Love or Money: Volunteer vs. Professional Open Source by Rich Bowen
- ➔ Apache Software Foundation Gold Sponsor Profile: Bloomberg by Kevin Fleming
- ➔ Accidentally Finding Awesome by Daniel Ruggeri
- ➔ Cookie Monster by Isabel Drost-Fromm
- ➔ Wearing Small Hats by Rich Bowen
- ➔ Carrying forward the benefits by Mikael Ståldal
- ➔ 赢在 Apache: If it helps others, all the better by Sally Khudairi
- ➔ The Apache Legal Shield - a pragmatic view by Bertrand Delacretaz
- ➔ The Apache Way for Executives by Alex Karasulu
- ➔ The Chance to Influence the World by Weiwei Yang
- ➔ Dip into the Apache Way by Nick Couchman

TRADEMARKS AND BRAND MANAGEMENT

by Mark Thomas

Operations

The work of the Brand Management team falls broadly into one of five categories:

- ➢ providing advice to projects
- ➢ helping companies building products based on Apache software use our marks correctly
- ➢ trademark registrations
- ➢ granting permission to use our marks
- ➢ addressing potential infringements of our marks

The volume of work continues to grow as the foundation grows. The work is not evenly spread over projects. Generally, the more widely used a project is, the greater the amount of brand management work that is generated.

Both registrations and addressing potential infringements are tasks that typically span many months. The GMail based tracking system continues to provide significant benefits in terms of reducing the overhead of tracking these long running tasks and ensuring that nothing falls through the cracks.

This year has seen the usual collection of requests to use Apache marks for events, merchandise and publications with nearly all requests being granted, subject to our Trademark Usage Policy. We have also had a couple of requests to use our marks for websites to promote one or more of our projects. In each case we have directed the enquirer to discuss and develop their ideas with the relevant project communities before seeking formal approval. An enquiry that was, as far as we are aware, a first for the Brand Management team was an enquiry from the Apache Spark project whether or not they were allowed to use a variant of their logo for Pride. The Brand Management was happy to confirm that there were no concerns and that the project was free to go ahead with their plans.

The Foundation recognises the importance of downstream distributors and is happy to see them distribute Apache products under the original Apache name. To support the increasing number of downstream distributors, the Brand Management team is currently working on documenting the criteria for doing this. The intention is not to create new criteria but to more clearly document the existing criteria.

The total annual expenditure of ~$60k during FY2019 for Brand Management breaks down as follows
- ➢ Registration 30%
- ➢ Renewal 10%
- ➢ Assignment 15%

> ➤ Infringement 45%

Accurate budgeting is always challenging as a significant part of the expenditure (infringement) is driven by actions outside of the control of the Foundation. As such, the budget has included contingency to allow for this. Since Brand Management has been consistently under budget for several years, the decision was taken this year to keep the FY2020 budget at the same level as FY2019 rather than requesting an increase in line with the increase in the size of the foundation.

Registrations

Completed registrations this year include OPENOFFICE in the US. We have a number of new registrations in progress and look forward to them completing in the coming year. Some of these are relatively straight forward but some of them have required additional supporting information and we have worked with the relevant project communities to provide this.

We continue to review registrations with projects communities as they come up for renewal and this year we have allowed a number of registrations to lapse as they were not viewed as cost effective.

The transfer of the NETBEANS mark in the EU completed this year and the transfer for a number of other projects are in progress. Trademark assignments from existing projects typically cover multiple jurisdictions and can, therefore, take a while to complete.

Infringements

Potential infringements are brought to our attention from both internal and external sources. The majority of infringements we see are accidental and our project communities are able to resolve these quickly and informally with occasional input from the Brand Management team. A small number of issues take longer to resolve. While some of these were resolved during the year, a number of new issues were identified and the end result was a slight increase in the number of long running issues being tracked by the Brand Management team.

We were made aware of a number of external registration applications made this year that overlapped with registrations of our own. With the assistance of counsel, we negotiated amendments to these registrations to avoid the overlap.

This year we saw an increase in projects reaching out to speakers and conference organisers to ensure that Apache projects were referred to correctly in conference session titles and abstracts.

There were a number of organisations that created new software licenses based on the Apache License, version 2 this year. We worked with some of them to ensure that those licenses were

correctly named so that it was clear to end-users that those new licenses were not the same as the Apache License, version 2.

And finally...

The Brand Management team welcomes your comments and suggestions as well as any questions you might have. Please see https://www.apache.org/foundation/marks/contact for our contact details.

LEGAL AFFAIRS

by Roman Shaposhnik

The Apache Software Foundation (ASF) Legal Affairs committee has been charted directly by the Apache Board of Directors to work with our pro-bono legal counsel on answering legal questions and addressing policy issues regarding license compatibility and intellectual property concerns within the Apache Software Foundation communities. Another part of our mission is to help guide the foundation through an evolving legal landscape and be the first point of contact for any third party individuals or organizations seeking to engage with us in a more formalized legal manner.

In the past year, Roman Shaposhnik and Henri Yandell have assumed positions of VP Legal and Assistant VP Legal. The committee would like to thank previous VP Legal Chris Mattmann for his tireless work in the previous years.

We would also like to thank Mark Radcliffe and the DLA Piper team for always being willing to work with us even under very tight deadlines.

Over the past year, the team has worked through a number of issues including:

- Providing clarity for our members and the open source community at large around implications of one of the foundation sponsors being put on the US Department of Commerce, Bureau of Industry and Security restricted entity list.

- Working with counsel to update our export control compliance processes.

- Working with Apache Incubator PMC on a more accommodating release policy aimed at smoothing the transition of new projects into the foundation.

- Developing a Digital Millennium Copyright Act (DCMA) policy and registering VP, Legal as the registered agent.

- Assisting ASF projects with their questions around the use of licenses in their codebases.

- Clarifying the structure of the Legal Affairs committee and a formal line of communications with our pro-bono legal counsel.

- Starting to diversify the pool of corporations and legal professionals available to work with the foundation on a pro-bono basis.

- Starting a robust dialogue and collaboration between legal committees of ASF and other major open source organizations (Linux Foundation, OSI and Eclipse Foundation).

- Providing feedback to various individuals and entities around permissible modifications to the Apache License.

- Reviewing contracts regarding sponsorship and IP agreements.

In general the goal of the Legal Affairs committee is to provide support to Apache projects as they consider inclusion of dependencies in their products, and understanding of how those dependencies are or are not compatible with the Apache License. We provide a list of "resolved" questions, available at https://www.apache.org/legal/resolved.html which can be thought of as a "Frequently Asked Questions (FAQ)" page that represents decided policy as recorded over the years. We frequently cite and inform others of this page and infrequently we update policy based on understanding and the needs of our projects. In addition, the Legal Committee encourages its customers to use our JIRA instance, available at: http://issues.apache.org/jira/browse/LEGAL for discussion that may lead to a policy decision.

We have had a busy year and are eager to meet and serve the needs of our projects, in collaboration with our pro-bono counsel.

CONTACT INFORMATION

For Media/Analyst queries, contact press(at)apache(dot)org

For Sponsorship/Fundraising queries, contact fundraising(at)apache(dot)org

Official ASF Communication Channels
- The Apache Software Foundation https://apache.org/
- ASF Blog https://blogs.apache.org/
- @TheASF Twitter feed https://twitter.com/TheASF
- The ASF on LinkedIn https://www.linkedin.com/company/the-apache-software-foundation

ASF Community
- Apache Community Development http://community.apache.org/
- Apache Community Facebook page https://www.facebook.com/ApacheSoftwareFoundation/
- Apache Community Twitter feed https://twitter.com/ApacheCommunity

Keep up with the ASF's news and announcements by subscribing to announce(at)apache(dot)org at http://apache.org/foundation/mailinglists.html#foundation-announce