

# ANNUAL REPORT

FISCAL YEAR 2015 – 2016



# THE APACHE® SOFTWARE FOUNDATION (ASF)

## Open. Innovation. Community.

Recognized as a powerhouse in community-led development, the all-volunteer Foundation has long served as a model for developing, stewarding, and incubating leading Open Source software.

To many, “Apache”= the Apache HTTP Web Server. Rightfully so: the majority of the world's top-ranked Websites, from Google to Wikipedia to weibo.com, are powered by Apache. Each day millions of people across the globe access the ASF's two dozen servers and 75 distinct hosts.

Apache has been at the forefront of dozens of today's industry-defining technologies and tools, playing an integral role in nearly every end-user computing device, from laptops to tablets to mobile phones. Mission-critical applications in financial services, aerospace, publishing, Big Data, Cloud computing, mobile, government, healthcare, research, infrastructure, development frameworks, foundational libraries, and many other categories, depend on Apache software. The commercially-friendly and permissive Apache License and open development model are widely recognized as among the best ways to ensure open standards gain traction and adoption. To date, hundreds of thousands of software solutions have been distributed under the Apache License, with Web requests from within every UN-recognized nation.

The ASF averages 18,000 code commits each month, and is responsible for millions of lines of code by countless contributors across the Open Source landscape. Apache software is so ubiquitous that 50% of the top 10 downloaded Open Source products are Apache projects. From Abdera™ to Zookeeper™, the demand for ASF's reliable, enterprise-grade software continues to grow dramatically across several categories, most notably Big Data, where the Apache Hadoop® ecosystem dominates the marketplace. In 2015, Apache products were featured more than 400 times in Gartner Magic Quadrant reports.

The ASF is proud of its role in accelerating Open Source innovation, and for being the trusted community advancing the future of open development. Welcome to Apache!

## TABLE OF CONTENTS

Chairman's Report	3	Community Growth	21
President's Report	5	Contributions	22
Treasurer's Report	7	Outreach and Events	23
Financial Statement	9	Marketing and Publicity	24
Fundraising Report	10	ASF Press Releases	25
ASF Sponsors	11	Trademarks and Brand Management	26
Infrastructure	12	Legal Affairs	27
Projects and Code	14	Contact Information	28
Apache Top-level Projects	18		

# CHAIRMAN'S REPORT

It has been another outstanding year for The Apache Software Foundation, marked by continued growth and success of our project communities, and the steady addition of new Top-level Projects.

Since June 2015, there have been 20 new Apache Top-level Projects: Whimsy, NiFi, Serf, Usergrid, Ignite, Lens, Yetus, Calcite, REEF, Brooklyn, Groovy, Kylin, Arrow, Sentry, AsterixDB, Johnzon, Apex, TinkerPop, Bahir, and Zeppelin. We continue to work with projects that no longer have an active community of developers so that they may retire, handing stewardship of the code to the Apache Attic. In the last year, Deltacloud, DirectMemory, Shindig, Onami, Rave, Wookie, MRUnit, Tuscany, and Continuum were all retired.

As a result, there are now 173 communities hosting active development of their projects and sub-projects at the Apache Software Foundation. There are a further 55 projects currently undertaking the Apache incubation process with the goal of becoming new Top-level Projects in the future.

These projects continue to illustrate the benefits of collaborative, community-led development --and provide an attractive reason for other projects to join through the Apache Incubator. The ASF provides support, resources and independence to these communities. In March, we celebrated a number of these points in our anniversary write up "Celebrating 17 Years of The Apache Software Foundation" <https://s.apache.org/eqwl>

A continual challenge for the ASF is to expand its capacity to provide support that keeps pace with the growth and success of its projects, while not compromising on the fundamental principles of the Apache Way that it has been founded upon.

We continue to evolve in the way that we practically support projects, while monitoring the cultural impact of any changes and ensuring that we retain the unique Apache DNA. An example of particular note is the increased support for the way in which projects can use GitHub to offer source code and accept changes from the community.

The ASF is volunteer-driven, including the board and executive officers. It is good for us to see new volunteers stepping into these roles. This year, we have welcomed three new directors to the Board: Isabel Drost-Fromm, Marvin Humphrey, and Mark Thomas. In addition, Ulrich Stärk has taken on the position of Treasurer, after Chris Mattmann stood down after several years of service. Finally, we have elected 58 new members of the ASF.

## CHAIRMAN'S REPORT, continued

We are incredibly thankful for all those that volunteer their time across the Foundation, and the many Sponsors and individuals that contribute financially to the operations of the ASF. These contributions enable high quality open-source software to be distributed to the public, in a way that has an enormous and truly global impact.

--Brett Porter, ASF Chairman

# PRESIDENT'S REPORT

Another year gone by, and with it our oldest project, the Apache HTTP Web Server, is 21 years old!

It is significant that our inaugural project can legally drink for the first time (in the US at least) perhaps more important is that during the last 12 months, we welcomed 15 new “babies” (projects) into the fold. Furthermore, there are currently 55 projects in the Apache Incubator, the route by which new communities are created. In other words, this was yet another year of significant growth for The Apache Software Foundation. Elsewhere in this report you will find details of how this growth manifests itself within our projects, our communities and our Sponsors. In this Presidents report I want to focus on how the foundation managed this growth from an operational point of view.

Key to managing this growth is our very flat organizational structure. We are an all-volunteer foundation. Consequently, with the exception of a few critical services (such as version control, Website hosting, legal support, trademark support and marketing support) projects are responsible for their own operations. The foundation focuses on supporting communities through advice and guidance. That is, rather than looking to the foundation to register trademarks, send out press releases, build a Website etc. we, as a foundation, seek to ensure project communities can do this work for themselves. Though our mentoring program in the incubator those who have done it before will spend some time guiding those who are new. Thus each project adds minimal overhead to our operations activities. In fact, as a result of our focus on communities and cross-project collaboration, we often find that volunteers on one project help another. In this way bringing in new projects can often reduce the load on the core foundation services.

Alongside this flat structure is the importance of ensuring that our projects are unaffected by undue external influence. That is, the foundation provides whatever infrastructure is needed to ensure project communities remain independent of the generosity of any one (or more) external organization. We provide core services to ensure that the loss of a significant contributor of services does not result in the project being unable to continue. This approach strengthens the community. It ensures that all contributors to the project, regardless of size of investment, are secure in the knowledge that as long as there are active contributors to maintain the project it will continue to operate.

## PRESIDENT'S REPORT, continued

Of course this independence comes at a financial cost. We have to provide these core services and we have to provide them in a way that is independent of the Sponsor interests. We invest equally across all of our projects, from our newest incubator “podlings”, to our Web server and on into our latest hottest technology behind multiple unicorn startups. This approach is another example of the foundations flat structure. Our Sponsors recognize the value of this approach and donate willingly with no strings attached. We are indebted to those Sponsors. Please take a look at the Sponsor section and (at least) take note of their generosity. If you would like to help financially, please take a look at our individual or one-time donor page and our Sponsor opportunities.

At this point I'd like to thank the Foundation's army of volunteers. Many of those volunteers go well beyond simply contributing code to a project. They build healthy, independent communities which build software at the forefront of almost every aspect of IT on Earth (and even beyond Earth). If you would like to help build our communities, then a good place to start is on our community development pages.

The last piece of the scaling puzzle is how we set our strategy as a foundation. Unlike most other Open Source foundations we set our strategy according to the actions of our project volunteers, that is from the bottom up. This ensures that our technology remains relevant regardless of the current partnerships at play in industry. Our projects are independent, as discussed above, but perhaps more importantly they do not operate in a strategic vacuum created through individual project silo's funded by market driven partnerships. Over the years we have seen the same pattern repeat over and over within our projects as they race towards the age of maturity. Individual volunteers often outlive the strategies of specific commercial interests. As industry winds change our communities are free to change with them. Our volunteers take their expertise to where it is needed most and where they can leverage other people's expertise most effectively. This flow of collaborative expertise is not restricted by our organizational structure or a top-down strategy, it is a free-flow coordinated by the needs of the individual as they seek to solve complex IT problems.

With that in mind I raise a glass in recognition of the Apache Group who started this 21 years ago. You made the IT world a better place and I am proud to play my small part within the community we are today.

--Ross Gardler, ASF President

# TREASURER'S REPORT

I'm happy to complete another year as the ASF Treasurer. This year marked the second since we transitioned operational duties of the Treasurer to Virtual, Inc. In particular, I want to thank Tom Pappas and his team at Virtual who not only have made my life **a lot** easier for another year, but also who have streamlined the financial processes of the ASF, including working with Fundraising to insure all Sponsor invoices and payments are up to date as an example. I am however stepping down at this time as the ASF Treasurer and passing the torch to Uli Stark, who I know will do a great job for the ASF along with our friends at Virtual.

I would like to add a brief note regarding the ASF's financials: With regard to the Financial status of the ASF, FY 2015 is being considered a very good year. We started the year out with an estimated budgeted loss of \$-315K, and ended the year with a \$122K net profit. This was accomplished from both a revenue and an expense perspective. Total annual revenue while budgeted at \$897K, ended at \$996K or \$99K ahead of budget. The 2nd contributing factor was a reduction in ASF expenses from a budget of \$1.2million to an actual of \$874K, for a savings of \$338K. This ended the fiscal year with a cash reserve of \$1.755 million or 24.1 months at the FY 15 monthly spend of \$72.9K. When compared to the 2016 Fiscal year estimated monthly spend of \$86.9K the reserve is still a very healthy 20.2 months. When compared against the ASAE recommended reserve for non-profits of 6 months, the ASF is in a very healthy cash position, and continues to be managed with prudence and fiscal responsibility

Finally, I have picked out few accomplishments and notable items that took place during 2015:

1. We completed the full transition of financial operational capabilities to Virtual. They directly interface with officers and the EA, the board members and the President as needed and handle the day to day fiduciary duties of the foundation, reporting directly to the Treasurer;
2. We finished the move of all ASF accounts to Citizens and closed all of the ASF accounts at Wells Fargo;
3. Assisted Virtual with the full accounting review, performed by Overton Pierce, the report of which found no misstatements nor issues;
4. Signed the annual 990, that was completed by Virtual and Overton Piece with in the time period specified by the IRS;
5. Assisted in finally getting all of the Credit cards closed at Wells Fargo and making sure all of the Citizens card work properly;

## TREASURER'S REPORT, continued

6. We also, for the US Infra staff and the EA, transitioned them from contractors to employees, with Virtual's assistance to their hosted employee model, this includes HR services as well for the employees.

--Chris Mattmann, ASF Treasurer

APACHE SOFTWARE FOUNDATION				
FISCAL YEAR 2016		May '15 - Apr 16	Budget	\$ Over Budget
<b>Income</b>				
	Inkind Revenue	\$ 37,000	\$ -	\$ 37,000
	Public Donations	\$ 122,716	\$ 60,000	\$ 62,716
	Sponsorship Program	\$ 817,000	\$ 815,000	\$ 2,000
	Programs	\$ 28,000	\$ 17,200	\$ 10,800
	Interest Income	\$ 1,086	\$ 250	\$ 836
	Other Income (Business)	\$ -	\$ -	\$ -
	<b>Total Income</b>	<b>\$ 1,005,802</b>	<b>\$ 892,450</b>	<b>\$ 113,352</b>
<b>Gross Profit</b>		<b>\$ 1,005,802</b>	<b>\$ 892,450</b>	<b>\$ 113,352</b>
<b>Expense</b>				
	Inkind expense	\$ 37,000	\$ -	\$ 37,000
	Infrastructure	\$ 571,050	\$ 646,216	\$ (75,166)
	Programs Expense	\$ -	\$ 2,200	\$ (2,200)
	Publicity	\$ 115,706	\$ 124,000	\$ (8,294)
	Brand Management	\$ 9,183	\$ 39,250	\$ (30,067)
	Conferences	\$ 12,788	\$ 7,500	\$ 5,288
	Travel Assistance Committee	\$ 61,630	\$ 50,000	\$ 11,630
	Treasury Services	\$ 4,500	\$ 12,000	\$ (7,500)
	Tax and Audit	\$ 36,958	\$ 37,200	\$ (242)
	General & Administrative	\$ 99,524	\$ 134,877	\$ (35,353)
	<b>Total Expense</b>	<b>\$ 948,339</b>	<b>#####</b>	<b>\$ (104,904)</b>
<b>Net Income</b>		<b>\$ 57,463</b>	<b>\$ (160,793)</b>	<b>\$ 218,256</b>

# FINANCIAL STATEMENT

		APACHE SOFTWARE FOUNDATION		
		FISCAL YEAR 2016		
		Apr 30, 16	Apr 30, 15	\$ Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
	Citizens Checking	\$ 513,957	\$ 1,083,388	\$ (569,430)
	Citizens Money Market	\$ 1,200,942	\$ -	\$ 1,200,942
	Amazon-ASF payments	\$ -	\$ 18,266	\$ (18,266)
	Paypal - ASF	\$ 82,757	\$ 55,027	\$ 27,731
	Wells Fargo Checking - ASF	\$ -	\$ 310,908	\$ (310,908)
	Wells Fargo Savings	\$ -	\$ 288,205	\$ (288,205)
	<b>Total Checking/Savings</b>	\$ 1,797,656	\$ 1,755,793	\$ 41,863
	<b>Accounts Receivable</b>	\$ 269,941	\$ 262,000	\$ 7,941
	<b>Other Current Assets</b>	\$ 74,703	\$ 14,683	\$ 60,020
	<b>Total Current Assets</b>	\$ 2,142,300	\$ 2,032,477	\$ 109,823
<b>TOTAL ASSETS</b>		\$ 2,142,300	\$ 2,032,477	\$ 109,823
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
	<b>Current Liabilities</b>	\$ 66,121	\$ 413,976	\$ (347,855)
	<b>Total Liabilities</b>	\$ 66,121	\$ 413,976	\$ (347,855)
	<b>Equity</b>	\$ 2,076,178	\$ 1,618,501	\$ 457,678
<b>TOTAL LIABILITIES &amp; EQUITY</b>		\$ 2,142,300	\$ 2,032,477	\$ 109,823

# FUNDRAISING REPORT

The ASF is closing another fiscal year and our first thoughts and thanks go to our generous Sponsors.

As detailed elsewhere in this report the financial state of the Foundation is strong. There was a slight increase in the number of Sponsors this year, which is absolutely necessary to keep up with the growth of the Foundation. Many thanks to the volunteers who helped out with the outreach activities. We are glad to count some of the titans of innovation and technology as our long time Sponsors, we are working hard to attract new organizations to continue to fuel the ASF growth in the coming years.

The VPs of Fundraising participated in many events, including the two ApacheCon conferences in Budapest last fall and Vancouver not long ago where we had excellent conversations with potential Sponsors. While everybody recognizes that the ASF creates immense value in the global economy, it is less known that we achieve that via massive contributions from our talented volunteers and a very small budget. We are encouraged by the positive feedback and hope to attract even more sponsors in the coming year.

This highlight of the past quarter was the strengthening of ASF's relationship with the Linux Foundation. Both the Linux Foundation itself and ODPI, one of its collaborative projects, became ASF Sponsors.

Currently the ASF enjoys the support of the following Sponsors: **7 Platinum Sponsors:** Cloudera, Facebook, Google, LeaseWeb, Microsoft, Pivotal and Yahoo; **8 Gold Sponsors:** ARM, Bloomberg, Comcast, Hewlett Packard, Hortonworks, IBM, ODPI and PhoenixNAP; **12 Silver Sponsors:** Alibaba Cloud Computing, Budget Direct, Cerner, Confluent, Huawei, InMotion Hosting, iSIGMA, Private Internet Access, Prohuban, Red Hat Software, Serenata Flowers and WanDisco; **10 Bronze Sponsors:** Basis Technology, Bluehost, ChameleonJohn Coupons, Cloudsoft Corporation, HostingAdvice.com, The Linux Foundation, Samsung, Talend, Travel Tickets Hotels and Twitter; **11 Infrastructure Sponsors:** OSU Open Source Labs, No-IP, Symantec, Rackspace, Ping My Box, PagerDuty, Bintray, SURFnet, Sonatype, Freie Universitat Berlin, and HotWax Systems.

We again want to express our deepest gratitude to our Sponsors for believing in our values and helping us deliver on our mission.

--Hadrian Zbarcea, co-Vice President ASF Fundraising

# ASF SPONSORS

## Platinum Sponsors



## Gold Sponsors



## Silver Sponsors



## Bronze Sponsors

Cloudsoft Corporation Bluehost Talend Casino2k HostingAdvice.com Samsung The Linux Foundation  
ChameleonJohn Coupons Tobi Basis Technology Accor Twitter Travel Ticker Hotels

## Infrastructure



# INFRASTRUCTURE

Over FY2016 Infrastructure at The Apache Software Foundation has largely become much more boring, and we consider that a good thing. As we draw closer to having services monitored well, automated and managed via configuration management, we've seen our service availability have generally been climbing. Notably this fiscal year we met or exceeded our service level expectations.

This past year, we began extending our expectations past just the services that we operate, to also deal with interactions with the Infrastructure team. Infrastructure is a service provider to projects at the Foundation, and to do that well we need to be measuring both the availability of our services as well as our responsiveness to our 'customers' -Apache projects. After all, it isn't a service if we aren't measuring it.

While the function of actually measuring things you care about tends to improve the situation, we found plenty of places that we weren't meeting our own standards. The volume of our requests for service meant that without measurement, we inevitably lost track of many requests, or weren't prioritizing appropriately. While this is in its infancy, we think that this will continue to help us in delivering service, and hopefully make the Foundation's projects more productive, and satisfied.

Unfortunately, the Infrastructure team has seen several of our members depart for new challenges, and while we wish them well, finding new folks is an ongoing challenge.

## New Services

Replacing the aging `people.apache.org` has been a component of our overall hardware replacement plan and the most visible piece of that is the migration to `home.apache.org` for our users' Web content. This provides a far more secure environment for that purpose.

As part of the log aggregation work that started last year, we've now implemented a pub/sub service that blocks abusive behavior across all of our infrastructure. This has reduced the number of attacks as well as helping to reduce resource consumption.

We've begun an experiment with Github to manage user and group permissions for our more than 5,000 users. Eventually we hope to offer Github hosting to our projects; and using a new tool called M.A.T.T. (Merge All The Things) to handle permissions in an automated fashion.

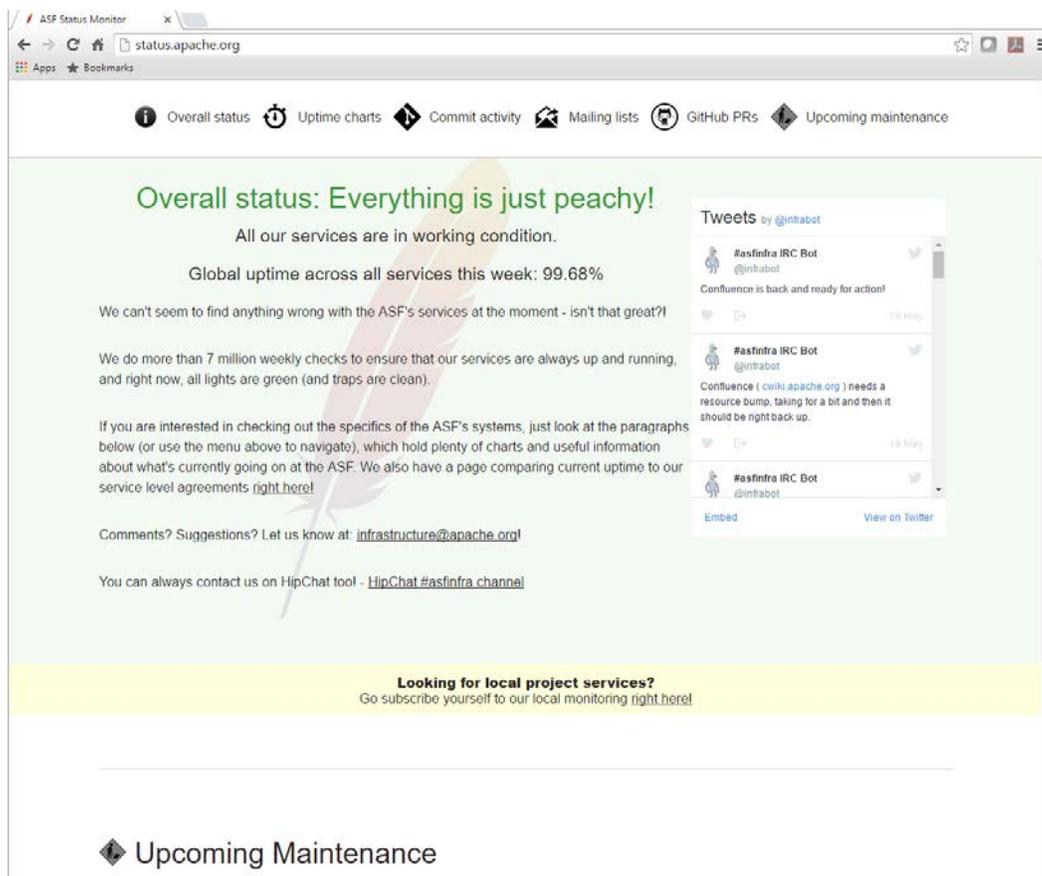
Our initial tests look to be progressing well. Look for more news on this in the coming year.

## INFRASTRUCTURE, continued

Last, but not least, we have rolled out lists.apache.org – this service will replace mail-search.apache.org and mail-archives.apache.org, and offers the ability for users to use the service as a forum, without needing to be subscribed to a list.

-- David Nalley, Vice President ASF Infrastructure

*The ASF's 3 continent-distributed Infrastructure team (comprising 10 rotating volunteers and 5 paid staff) keep Apache services running 24x7x365 at near 100% uptime on an annual budget of less than US\$5,000 per project. As the ASF is a purely virtual organization, it does not have offices or buildings; its only physical existence is the technical infrastructure that enables it to operate. Keep up with ASF Infrastructure's 7M+ weekly checks at <http://status.apache.org/>*



The screenshot shows the ASF Status Monitor website. The browser address bar displays 'status.apache.org'. The navigation menu includes: Overall status, Uptime charts, Commit activity, Mailing lists, GitHub PRs, and Upcoming maintenance. The main content area features a green background with the heading 'Overall status: Everything is just peachy!' and the subtext 'All our services are in working condition.' Below this, it states 'Global uptime across all services this week: 99.68%'. The text continues: 'We can't seem to find anything wrong with the ASF's services at the moment - isn't that great?! We do more than 7 million weekly checks to ensure that our services are always up and running, and right now, all lights are green (and traps are clean). If you are interested in checking out the specifics of the ASF's systems, just look at the paragraphs below (or use the menu above to navigate), which hold plenty of charts and useful information about what's currently going on at the ASF. We also have a page comparing current uptime to our service level agreements [right here!](#) Comments? Suggestions? Let us know at: [infrastructure@apache.org](mailto:infrastructure@apache.org) You can always contact us on HipChat tool - [HipChat #asfinfra\\_channel](#)

A sidebar on the right displays 'Tweets by @infrabot' with three tweets from the #asfinfra IRC Bot. The first tweet says 'Confluence is back and ready for action!'. The second tweet says 'Confluence ( [cwiki.apache.org](http://cwiki.apache.org) ) needs a resource bump, taking for a bit and then it should be right back up.' The third tweet is partially visible.

At the bottom of the main content area, there is a yellow banner with the text: 'Looking for local project services? Go subscribe yourself to our local monitoring [right here!](#)

Below the banner, there is a section titled 'Upcoming Maintenance' with a diamond icon.

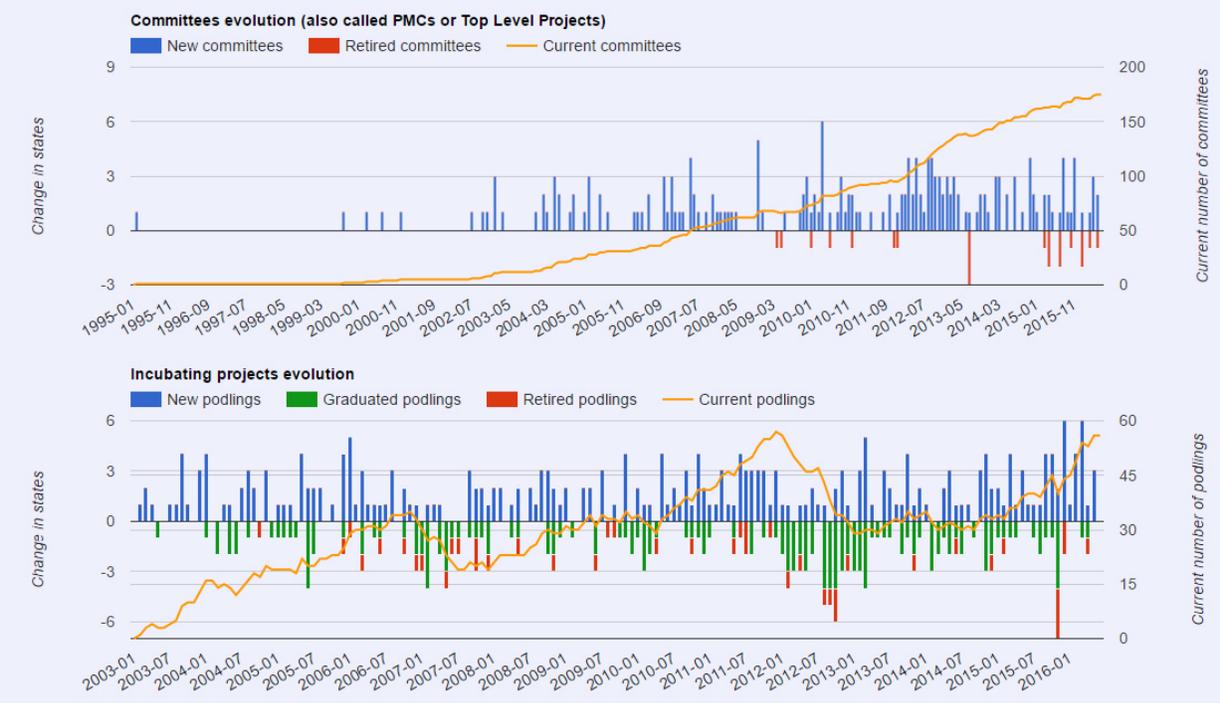
# PROJECTS AND CODE

There are currently 300+ open source initiatives at the ASF <https://projects.apache.org/>

- ✓ 175 committees managing 291 Top-level Projects (TLPs) and dozens of sub-projects
- ✓ 56 podlings undergoing development in the [Apache Incubator](#)
- ✓ 39 initiatives in the [Apache Labs](#)

Projects and communities intending to become fully-fledged Apache projects do so through the Apache Incubator. This includes code donations from external organizations as well as established projects such as Groovy, which became an Apache TLP in November 2015. In addition, the Apache Labs serves as an innovation "sandbox" for testing technical concepts.

All Apache projects are overseen by a self-selected team of active contributors. Project Management Committees (PMCs) guide a Project's day-to-day operations, including community development and product releases. The ASF Board appoints a Vice President (an officer of the corporation) to serve as the Chair of the PMC, whose primary role is administrative, including providing quarterly reports to the Board about the health and status of their project. A Chair's participation carries no additional weight or influence on a project, with one vote on project matters just like other PMC members.

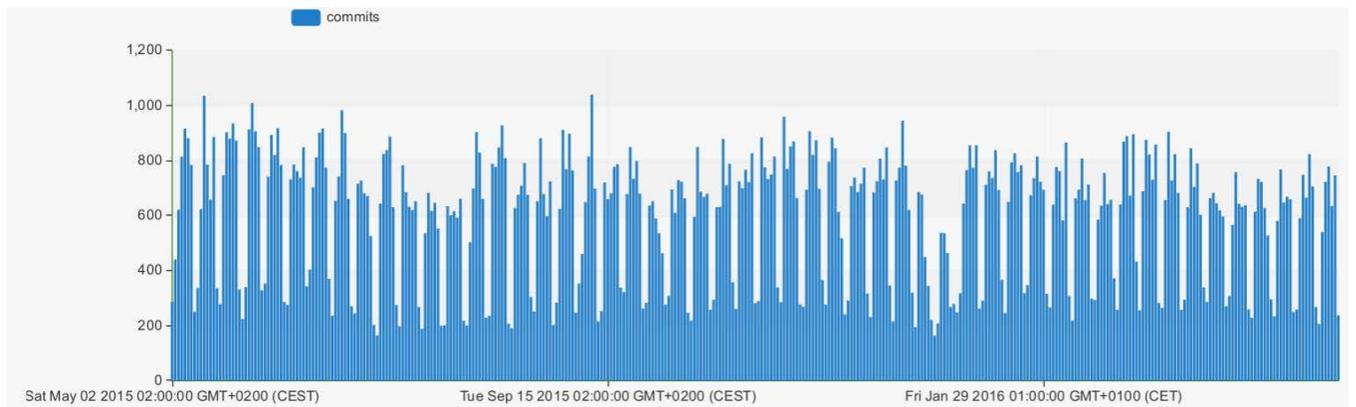


## PROJECTS AND CODE, continued

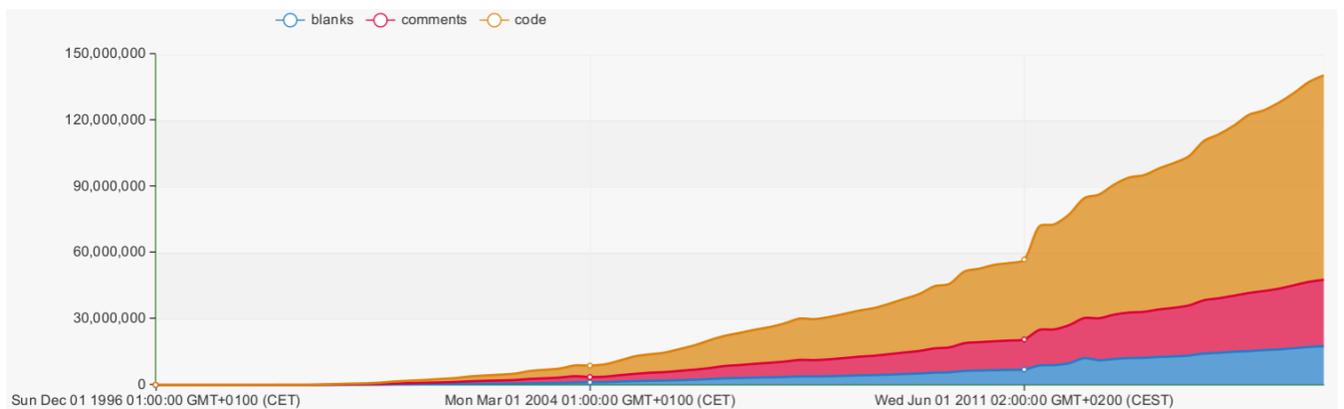
3,425 ASF Committers and 5,922 Apache code contributors (21% increase) collaborating across six continents have been quite productive, adding nearly 20M lines of code over the past year. Highlights include:

- ✓ 743 repositories managed
- ✓ Average of 18,000 code commits per month
- ✓ 315,533,038 lines changed; an increase of 65%
- ✓ Code : Comments ratio = 3 : 1. 86,733,399 Code (75%) ; 28,653,833 Comments (25%)

### Commit History

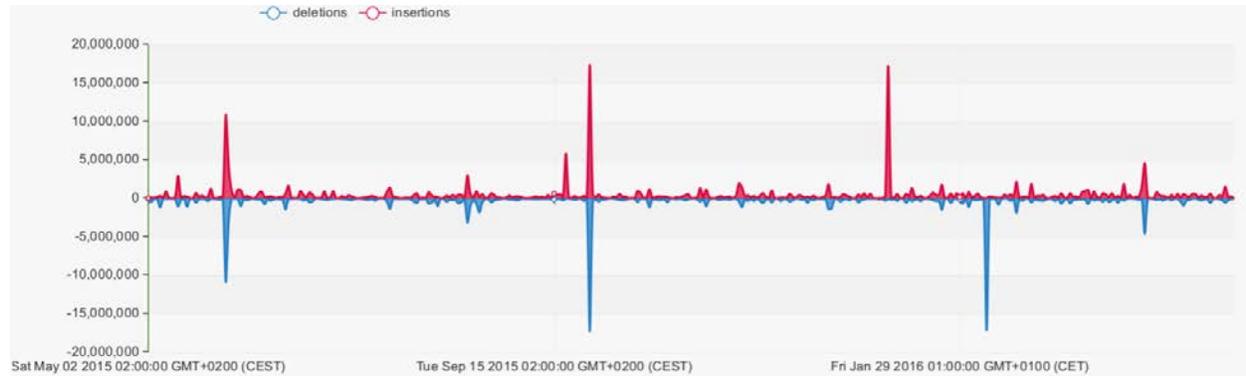


### Code Evolution

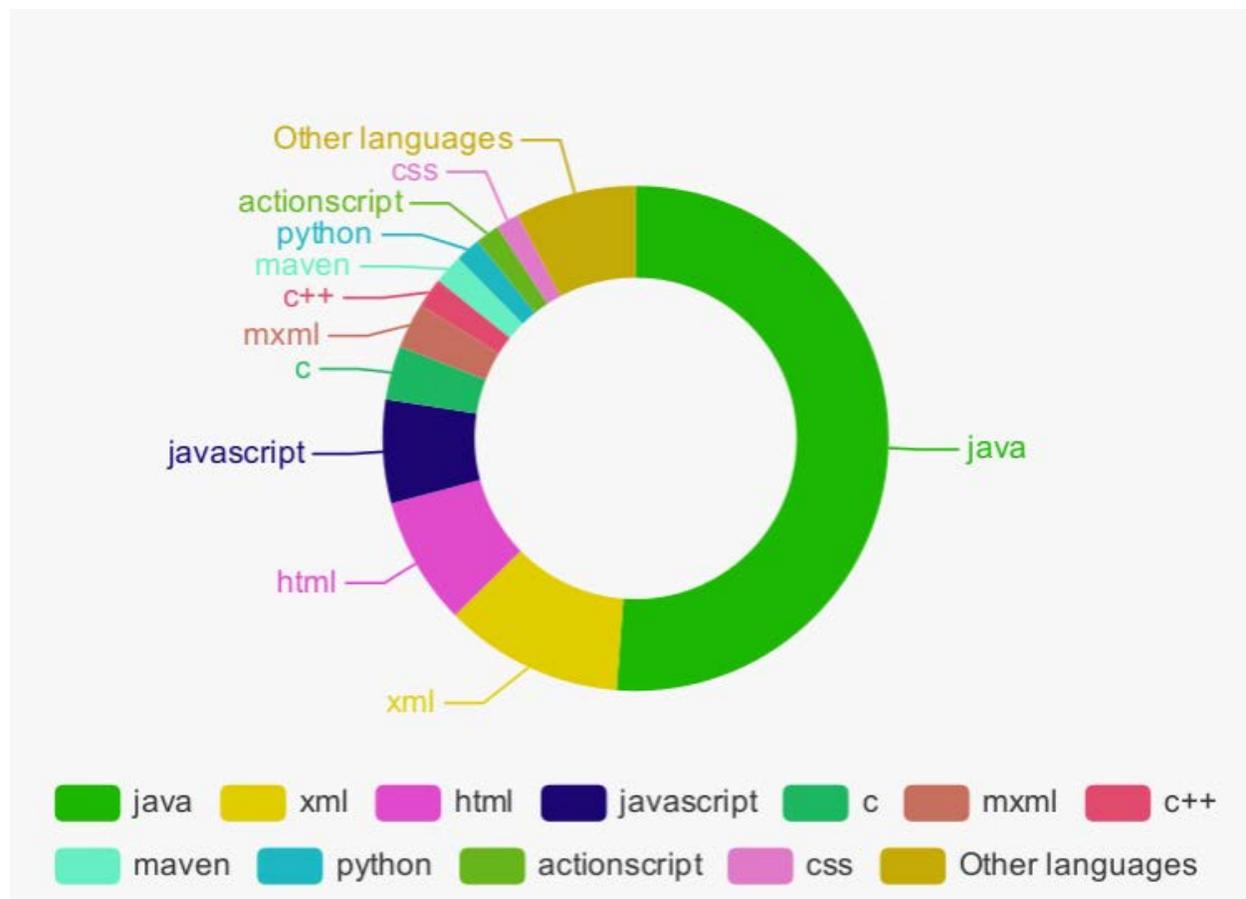


## PROJECTS AND CODE, continued

### Lines Changed

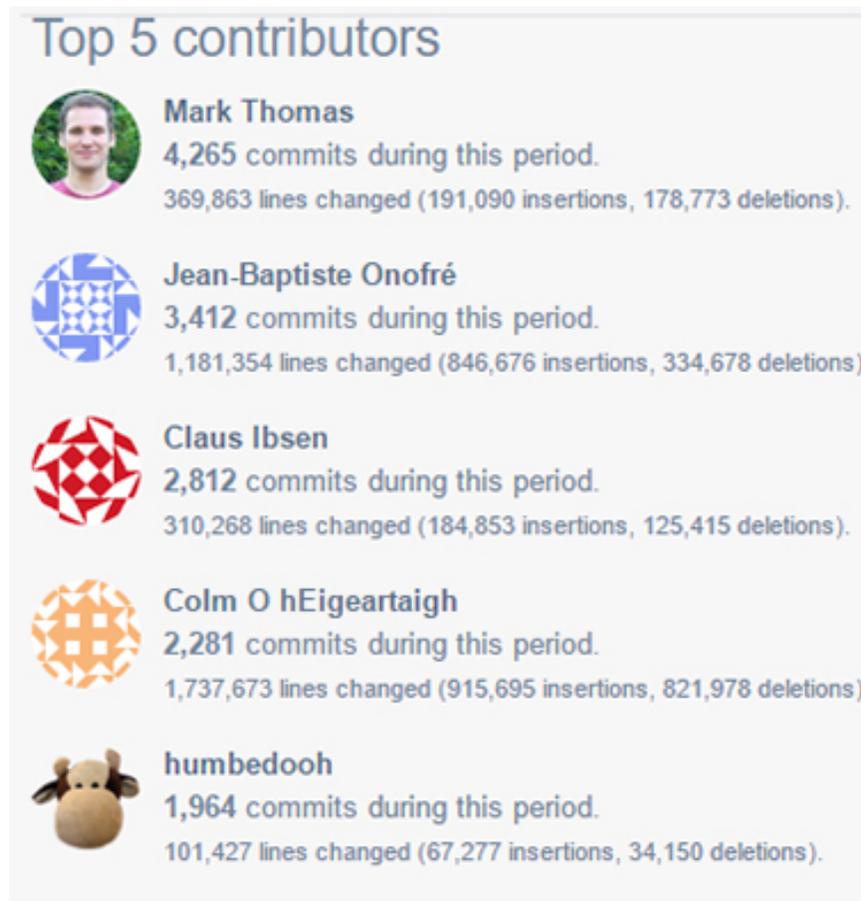


### Code Breakdown



## PROJECTS AND CODE, continued

The meritocratic "Contributor-Committer-Member" approach is the central governing process across the Apache ecosystem. Additions to the core Apache Group of 21 individuals grew with developers who contributed code, patches, or documentation. Some of these contributors were subsequently granted "Committer" status by the Membership, providing access to: 1) commit (write) directly to the code repository, 2) vote on community-related decisions, and 3) propose an active user for Committership. Those Committers that demonstrate merit in the Foundation's growth, evolution, and progress are nominated for ASF Membership by existing members. All development is done on a volunteer basis --some Committers may be paid by their employers for their time and code contributions, but the ASF does not pay for software or project oversight.





## APACHE TOP-LEVEL PROJECTS, continued



## APACHE TOP-LEVEL PROJECTS, continued



# COMMUNITY GROWTH

The ASF's Community Development (ComDev) team helps newcomers learn about Apache projects, governance, and activities, and guides them in becoming part of the meritocratic, all-volunteer Apache community.

Apache Committers have the responsibility to the collective community to help create a product that will outlive the interest of any particular volunteer, and that the code committed should be clear enough that others not involved in its current development will be able to maintain and extend it. Additionally, Apache code Committers are responsible for helping to grow and maintain the health of the Apache community.

"Community Over Code" is the cornerstone of the Foundation's core tenets, underscoring open collaboration amongst the ASF's 500+ Members and 5,000+ Committers through respectful, honest, technically-focused interaction. We welcome you at <http://community.apache.org/>

## Google Summer of Code

A key Apache community outreach channel is the Google Summer of Code (GSoC), where the ASF has served as a mentoring organization since the program's creation in 2005. Each year, the ASF mentors 30-45 GSoC students, and provides access to real-world software and experience in community development "The Apache Way". Countless GSoC students mentored by the Apache community continue to be long-term code Committers on a variety of Apache projects, with some active program participants elected as Members of the ASF.

Once again this year the ASF was accepted as a GSoC Mentoring Organization. In May 2016, 49 students from around the world will commence their coding work in 30 Apache projects. The program will run through August 2016.

## Help Wanted

In addition, the newly-launched "Help Wanted" application was developed to help match volunteers with various Apache projects and activities that are seeking assistance. Whilst this project is just getting started, the intent is to both improve the retention of eager new volunteers, as well as find ways to get some long-outstanding projects completed. This program encourages participation from individuals beyond programming and development, with varied opportunities spanning community outreach, documentation, marketing and publicity, translation, and Web development. Join in at <http://helpwanted.apache.org/>

# CONTRIBUTIONS

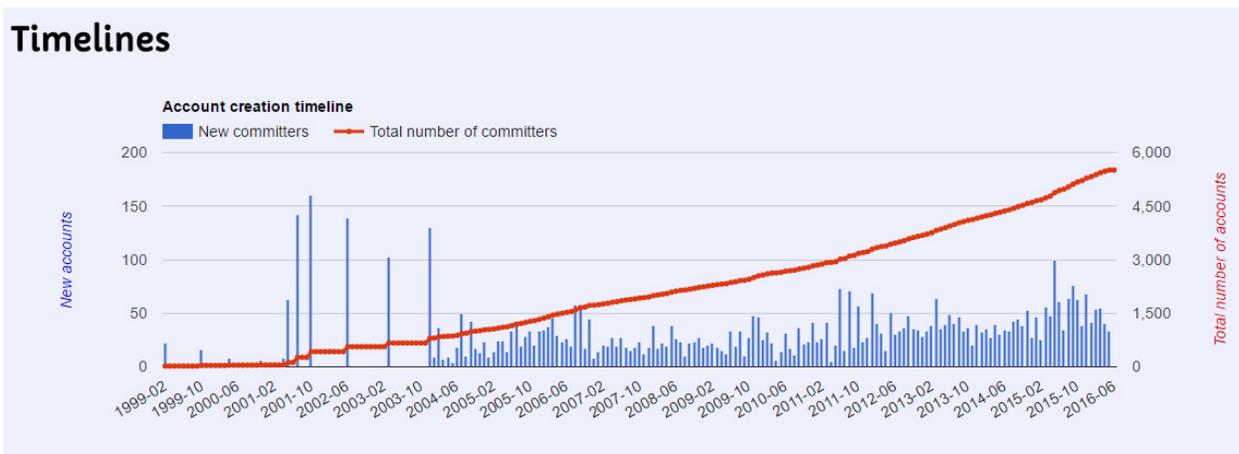
In order for a project to become hosted at Apache it has to be licensed to the ASF with a grant or contributor agreement for the ASF to gain the necessary intellectual property rights for the development and distribution of its projects. Whilst all contributors of ideas, code, or documentation to the ASF must sign a Contributor License Agreement (CLA), copyright remains with the contributor –a license for reuse is given to the Foundation.

**Individuals** –a signed Individual CLA (ICLA) is required before an individual is given commit rights to an ASF project to clearly define the terms under which intellectual property has been contributed, and allow the project to be defended should there be a legal dispute regarding its software. 1,104 Individual CLAs have been signed during FY 2015-2016.

**Corporations/Institutions** –organizations whose employees are assigned to work on Apache projects as part of an employment agreement may sign a Corporate CLA (CCLA) to contribute intellectual property via the corporation. In addition, every developer must also sign their own ICLA to cover any of their contributions as an individual that are not owned by the corporation signing the CCLA. 57 Corporate CLAs have been signed during FY 2015-2016.

**Software Grants** –those individuals or corporations that donate a body of existing software or documentation to an Apache project needs to execute a formal Software Grant Agreement (SGA) with the ASF. Typically, this done after negotiating approval with the Apache Incubator or one of the PMCs, as the ASF will not accept software without a viable community to support a collaborative project. 45 SGAs have been signed during FY 2015-2016.

## Timelines



# OUTREACH AND EVENTS

Over the last year, many events have been held promoting Apache Software Foundation projects. These include dozens of meetups every week, as well as many major conferences covering projects such as Apache Spark and Apache Mesos with large user communities. Also in that time, we held two ApacheCon events:

**Apache: Big Data, and ApacheCon: Core, Europe 2015** –Our Europe event was held in Budapest, Hungary, 28 September through 2 October, 2015, at the beautiful Corinthia Hotel. We had keynotes from Mislav Marohnić (GitHub), Serge Huber and Elie Auvray, (Jahia), Dirk Duellmann (CERN), and others.

**Apache: Big Data, and ApacheCon: Core, North America 2016** –ApacheCon North America returned in 2016, this time held in Vancouver, BC, Canada. We had a 51% increase in attendance over last year's event, and welcomed the participation of many new sponsors. Our keynotes included Stepen O'Grady (RedMonk), Mark Shuttleworth (Canonical), Amy Gaskins, Brian Sullivan (Netflix) and others.

ApacheCon draws together our project communities to build strong cross-project bonds, and strengthen collaboration within the project. It also gathers the users of these projects to learn more about solving real-world problems using Apache technologies. Sponsors of ApacheCon get in front of the developers of some of today's most important software, and demonstrate their products to users who are riding the latest wave of technology. Sponsors in the past have included names from Forbes' top tech companies: IBM, Apple, Microsoft, Facebook, HP, Google, Intel, and many others.

Later this year, ApacheCon will be returning to Europe. We'll be in Seville (Sevilla), Spain, November 14-18th, for Apache: Big Data <http://events.linuxfoundation.org/events/apache-big-data-europe> and ApacheCon Europe <http://events.linuxfoundation.org/events/apachecon-europe>. Come to connect with Apache project communities, recruit some of the best software engineers in the world, and see one of the most beautiful cities in Europe.

To see all upcoming events in the Apache ecosystem, subscribe to our events calendar, at <https://events.apache.org/event/calendar.html> If you want to be involved in making ApacheCon awesome, get on the Community Development mailing list, at <https://lists.apache.org/list.html?dev@community.apache.org>

--Rich Bowen, ASF Executive Vice President

# MARKETING AND PUBLICITY

The ASF's day-to-day promotions and outreach are contracted to HALO Worldwide, who lead overall strategic planning and execution. Activities include media/analyst relations, advising Apache Projects, ApacheCon messaging oversight, graphics development, and special projects.

## FY 2015-2016 Highlights

Total Press releases: 19	Media Requests: 106
Informal Announcements: 394	Press Clips: 13,493
Weekly News Round-ups: 53	Analyst Briefings: 41
Reactive communications: 77	Analyst Reports: 875
Miscellaneous Requests: 34	Quarterly Operations Summary: 3
Industry Events/Awards liaison: 23	Annual Report: 1
YouTube Uploads: 10 presentations	

## New Visual Identity

In January 2016 the ASF logo and feather were updated for the first time in the Foundation's history. The new design was the result of more than a year of planning alongside a design collaborative led by Lisa Dae and Fran Lukesh, whose services were donated by HotWax Systems and Lucidworks respectively.



*New ASF Logo*



*New Apache Feather*



*"Powered By Apache" logo*

The new ASF identity was unveiled at the FOSDEM conference in Brussels. The brand roll-out will continue across Apache projects and activities throughout the year. Graphical assets and further details are available at <http://apache.org/foundation/press/kit/>

--Sally Khudairi, Vice President ASF Marketing & Publicity

# ASF PRESS RELEASES

The Apache Software Foundation Announces Apache® Apex™ as a Top-Level Project

Celebrating 17 Years of The Apache Software Foundation

The Apache® Software Foundation announces Apache PDFBox™ v2.0

The Apache® Software Foundation announces Apache Flink™ v1.0

The Apache Software Foundation announces Apache® Arrow™ as a Top-Level Project

The Apache® Software Foundation Announces Strong Momentum; Enters 2016 More Influential, Innovative, Efficient, and with a New Look

The Apache Software Foundation Announces Apache™ Kylin™ as a Top-Level Project

The Apache Software Foundation announces Apache™ CloudStack™ v4.6

The Apache Software Foundation Announces Apache™ Brooklyn™ as a Top-Level Project

The Apache Software Foundation announces Apache™ Cassandra™ v3.0

The Apache Software Foundation announces Apache™ Tajo™ v0.11.0

The Apache Software Foundation Announces Apache™ Lens™ as a Top-Level Project

The Apache Software Foundation Announces Apache™ Ignite™ as a Top-Level Project

Apache™ Logging Services™ Project Announces Log4j™ 1 End-Of-Life; Recommends Upgrade to Log4j 2

The Apache Software Foundation announces Apache™ Zest™ v2.1

The Apache Software Foundation Announces Apache™ NiFi™ as a Top-Level Project

The Apache Software Foundation (ASF) Announces Annual Report for 2014-2015 Fiscal Year

The Apache Software Foundation Announces Apache™ Drill™ 1.0

The Apache Software Foundation Announces Apache™ SpamAssassin™ v3.4.1

# TRADEMARKS AND BRAND MANAGEMENT

While Foundation-wide educational and policy improvement work continues, we are still finding communities that need more help in reviewing their brand and presence, and in keeping a focus on reviewing uses of their brand by vendors. While many companies support Apache projects in a variety of ways, new brand misuses continue to crop up across various Apache projects that need to be dealt with.

Our detailed list of resources, both Apache policies as well as pointers to other valuable Open Source branding guidelines and information is continuing to improve with more detailed process guides for community brand management.

<http://www.apache.org/foundation/marks/resources>

Our VP, Brand Management gave an expanded community branding talk at ApacheCon in Vancouver with great feedback, showing the benefits of a better brand and Website in terms of attracting new contributors. They were also an invited keynote speaker at the FLOSS Community Metrics conference, as well as leading several Community Leadership Summit unconference sessions on community-led branding and governance topics. A BOF at OSCON Austin also gave another opportunity to showcase how Apache projects think about their brands to many other FOSS communities.

The feedback from these sessions was positive, and shows a clear need for more education and help for FOSS communities around the ecosystem. While licensing is well understood, and community governance has plenty of leaders across the software world, brand management and trademark knowledge is still lacking in many communities. The ASF is clearly serving as a leader in this space through our examples and materials.

With the rise of both prominent Apache brands as well as a number of other major movements showcasing how important vendor neutral Open Source project branding can be, we also welcome feedback from the many organizations that both use Apache software to power their business, as well as extend our thanks to those who contribute code to our projects and those who respect Apache brands.

You can always ask the Brand Management team private questions at [trademarks@apache.org](mailto:trademarks@apache.org)

--Shane Curcuru, Vice President ASF Brand Management

## LEGAL AFFAIRS

The ASF Legal Affairs team has, in cooperation with our pro-bono legal counsel, been busy answering questions and confusion regarding license compatibility and required notices. It should be emphasized that the ASF's view on license "compatibility" is not based solely on what is legally allowed, but also factors in the expectations of ASF software consumers. The intent is to make the use of, and consumption of, ASF software to be as easy as possible, with as few restrictions and conditions as possible, and requiring minimal legal oversight and preview.

Over the last year, the topic of CLA (Contributor License Agreements) within the entire Open Source ecosystem has been under discussion. It is important to note that the CLAs in use at the ASF are true license agreements: we do not require or even request a copyright assignment. The original owner(s) retain their copyright. Furthermore, CLAs are only required once a contributor becomes a Committer, which is defined as someone with 'write' permission to the canonical software repository at Apache.

As always, extensive IP provenance continues to be a major focus of Legal Affairs. Being able to have definitive records regarding the full IP historical path is mandatory for the ASF, which can cause some issues over our use of secondary, 3rd party development repositories. Legal Affairs continues to work with Apache's Infrastructure team to balance the desire of subsets of contributors wishing to use external development processes and repositories, with the needs of the ASF and our downstream ecosystem in regards to IP provenance.

--Jim Jagielski, Vice President ASF Legal Affairs

# CONTACT INFORMATION

## Getting in touch with the ASF is easy!

- General Foundation FAQs <http://apache.org/foundation/preFAQ.html>
- Foundation Contacts <http://www.apache.org/foundation/contact.html>
- Fundraising and Sponsorship <http://www.apache.org/foundation/sponsorship.html>
- Donations <http://www.apache.org/foundation/contributing.html>
- Community FAQs <http://community.apache.org/newbiefaq.html>
- Trademark and Brand Management <http://www.apache.org/foundation/marks/>
- Incubator FAQ <http://incubator.apache.org/faq.html>
- Events <http://www.apache.org/foundation/conferences.html>
- Legal Affairs <http://apache.org/legal/>

For real-time updates, sign up for Apache-related news by sending mail to [announce-subscribe@apache.org](mailto:announce-subscribe@apache.org) ([http://mail-archives.apache.org/mod\\_mbox/www-announce/](http://mail-archives.apache.org/mod_mbox/www-announce/)) and follow [@TheASF](https://twitter.com/TheASF) on Twitter.

For a broader spectrum from the Apache community, <https://twitter.com/PlanetApache> provides an aggregate of both Project activities and the personal blogs of select ASF Committers.

*This report was prepared by Sally Khudairi, Vice President ASF Marketing & Publicity.  
Please forward any comments or questions to [press@apache.org](mailto:press@apache.org).*