

CELEBRATING OUR FREEDOMS

Funding the Digital Freedom
Foundation (2025)



Digital Freedom Foundation



Software
Freedom Day



Document
Freedom Day



Hardware
Freedom Day

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INTRODUCTION

Dear Supporter of Digital Freedom,

The time to act is now! With rapid developments in international legal frameworks, AI, robotics, and the increasing global influence of IT companies, we find ourselves at a pivotal moment in the history of technology. While many organizations focus on lobbying, creating legal frameworks, and informing the tech community, the Digital Freedom Foundation (DFF) has a unique mission: **to build widespread public awareness about the principles of software freedom.**

If we want meaningful, lasting change in the political and policy-making spheres, we must first establish a broad base of public support— **a strong foundation** —for these principles. This is why we invest in initiatives like Software Freedom Day, empowering individuals and communities to understand and advocate for their digital rights.

The Digital Freedom Foundation is a **non-profit organization dedicated to promoting software freedom**, open source software, and digital rights. We advocate for free and open source software (FOSS) and work to create a collaborative digital environment that benefits all. To achieve this, we rely on the generous support of sponsors who share our vision of a free and open digital future.

In 2023, DFF welcomed a new board, made up of individuals with firsthand experience in organizing Software Freedom Day events. This new leadership team brings a wealth of knowledge and passion, ensuring that every initiative is executed with precision and dedication. Their deep understanding of what makes these events successful guarantees that your support will be used effectively and efficiently.

Our sponsorship program offers a variety of opportunities for organizations to support DFF's mission, gain visibility within the global FOSS community, and contribute to the ongoing growth and **sustainability of digital freedom.** We've outlined several sponsorship goals and tiers to suit different levels of involvement, each offering unique benefits to our sponsors.

MEET THE BOARD

And Why They Joined



Jurgen

In a world where more and more services move into the cloud, I think it's increasingly important that users are aware of privacy implications, and have the ability to move their data elsewhere. Software Freedom Day is a key opportunity in raising awareness about this. Because it's more important than ever to grow SFD worldwide, I have stepped up to volunteer as a board member.

Marado



Celebrating Document Freedom and Software Freedom Days is now as relevant if not more than ever. Much has changed in the last couple of decades, but with the constant growth in dependence on technology, in all aspects of our lives, it is more important than ever that we take steps to ensure technology serves us, not the other way around. Document Freedom provides accessibility and equity, Software Freedom ensures transparency and control. It is an honor to be a part of DFF and its mission to promote both.



Ruwan

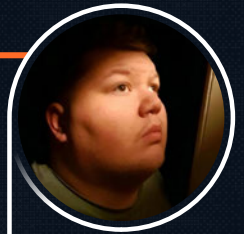
As a professional sysadmin, I've been using Free Software extensively to do my job. In a world that becomes online more and more every day, I think it will be essential that the backbone, the systems running the internet and its servers, stay as open as possible. This is the only way to safeguard the privacy of its users and commercial independence.



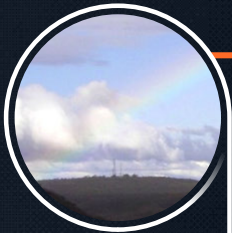
Mostafa

I became involved in the free software movement around 2017, for its socio-political significance. Since then, I have been dedicated to organizing events, particularly Software Freedom Day, to raise awareness about the importance of digital freedom. As our digital rights face increasing challenges, I believe it is crucial to continue advocating for this cause. As a member of the Digital Freedom Foundation (DFF) board, I hope to contribute positively to this effort.

Chris



As an artist my goal is to modernize the look of the movement as a whole without sacrificing the people that make it possible in the first place. I've accomplished much already: With full page advertisements in magazines, refreshed branding, and plenty of social media outreach, we are on track to spread the important word about DFF and its mission to every corner of the world.



Laura

I've been using Free Software for decades now, and have been sharing a lot of topical FOSS resources. When I noticed that no Software Freedom Day events got organized in the US, this touched me deeply. I hope that more people all around the world rediscover the power of Free Software and that's why I stepped up to become member of the DFF board.

Jan

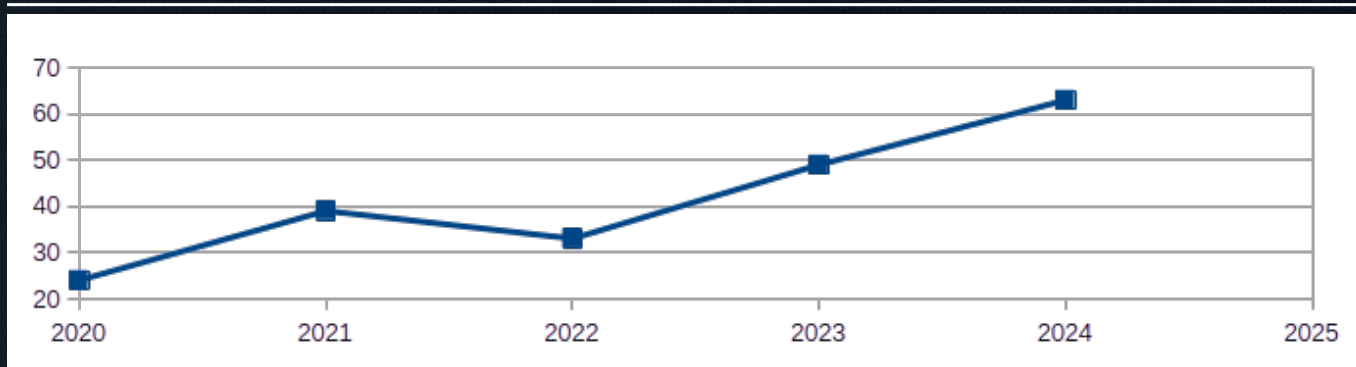


As journalist and photographer, I have covered humanity in the most terrible corners of the world. Through all the misery I captured, I always got touched by the humanity of individuals. We only have one world, and we need to take care of it. In a world where IT and interconnectivity are increasingly important, we need our computers and connections to be reliable and transparent. More than ever, we need to teach people that only Free Software can safeguard our Freedom. That's why I stepped up and joined the board of the DFF again.

HISTORIC OVERVIEW

of Software Freedom Day Events

Since our inception, the Digital Freedom Foundation has organized over 4000 events worldwide, raising awareness and fostering a global community committed to digital freedom. After the hard stop with COVID, we have succeeded in growing Software Freedom Day to its former glory. Here is the number of events registered on the map of Software Freedom Day:



2020: 24 events | 2021: 39 events | 2022: 33 events | 2023: 49 events | 2024: 63 events

While this growth look promising, we're far away from the 560 events organized yearly in the beginning of the previous decade.

BRIEF HISTORY

of the Digital Freedoms Foundation

The **Digital Freedom Foundation** traces its roots back to **January 2004**, when Matt Oquist realized that free software had matured enough for public use, yet public ignorance remained a significant barrier to its widespread adoption.

Inspired by the idea of distributing valuable software like Open Office, Firefox, and GIMP to the public, Matt envisioned an international day dedicated to handing out **free software CDs**. This vision resonated with Henrik Omma and Phil Harper from TheOpenCD project, leading to the inception of Software Freedom Day (SFD).

The first edition of SFD was celebrated on **August 28, 2004**, and aimed to unite everyone without a vested interest in proprietary software to educate the public about the benefits and ideals of software freedom. The initiative quickly gained momentum, with Henrik, Phil, Matt, and other board members forming **Software Freedom International**, a non-profit corporation in New Hampshire, USA.



1st image: First SFD event hosts
2nd image: Pockey Lam and
Frederick Muller

Over the years, the DFF has seen contributions from numerous dedicated individuals, including **Sidsel Jensen, Joe O.A. Olutuase, Benjamin Mako Hill, Pia Waugh, Pockey Lam** and **Frederic Muller**.

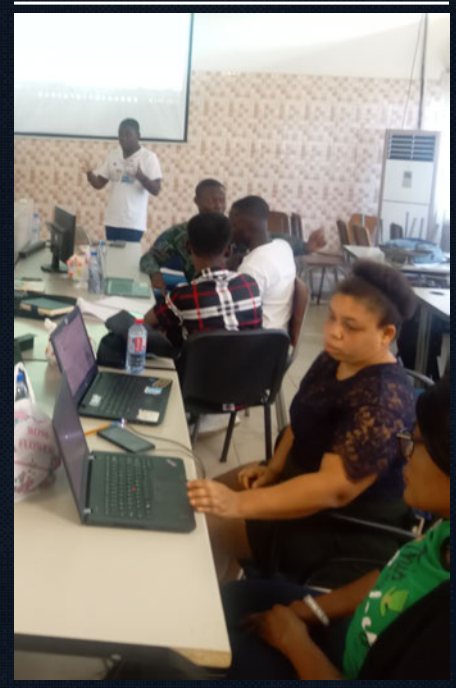
Under Frederic Muller's leadership, the organization expanded its focus to include other events like **Hardware Freedom Day (HFD)** and **Document Freedom Day (DFD)**, reflecting the broader scope of digital freedoms.

RECENT CHALLENGES and New Beginnings

Over the last decade, the Digital Freedom Foundation faced several challenges, including the gradual reduction in active board members, leaving a small core team to maintain the movement. During this period, the board worked diligently to keep the organization operational, ensuring that key initiatives like Software Freedom Day continued.

While active promotion and outreach were limited, their dedication preserved the foundation's core mission and provided a platform for future growth.

In 2023, a renewed leadership team brought a fresh wave of energy and passion to the organization. With extensive experience in organizing Software Freedom Day events, **the new board has already made significant strides toward revitalizing the foundation.**



LOOKING AHEAD

In 2025, the DFF is focused on deepening engagement with existing Software Freedom Day teams while encouraging early registrations. To support this, we will be offering promotional packages to teams that register ahead of schedule, ensuring that they have the resources needed to make their events impactful.

We are also excited to explore the relaunch of Document Freedom Day in collaboration with **The Document Foundation**, expanding our efforts to promote the importance of open standards and document interoperability.

Beyond these events, the DFF is committed to raising awareness about the growing threats posed by proprietary software and opaque cloud services. By empowering local teams and providing them with the resources they need, we envision a future where communities worldwide can advocate for digital freedom and implement open-source software solutions that benefit everyone.

With your support, we aim to not only expand our events but also to drive a global movement that puts the control of technology **back into the hands of individuals and communities.**



THE SIGNIFICANCE

of the Digital Freedom Foundation



The Digital Freedom Foundation (DFF) champions the core values of software freedom and digital rights, empowering individuals and communities globally. In an age of increasing surveillance, monopolistic platforms, and proprietary systems, DFF ensures that technology remains open, transparent, and serves the public good. Through events like Software Freedom Day, DFF brings people together to raise awareness about the importance of free software and open standards. These events foster community, encourage participation, and give people the knowledge and tools to advocate for their digital freedom.

Emerging Technologies and FOSS

Free and Open Source Software (FOSS) is essential to shaping the future of technology—from artificial intelligence (AI) and the Internet of Things (IoT) to the way we communicate and manage data. FOSS principles promote transparency, collaboration, and user empowerment, ensuring that the development of these technologies benefits everyone, not just a select few.

As AI, IoT, and other innovations continue to transform society, the role of FOSS becomes even more critical. By keeping these technologies open and ethical, FOSS prevents centralized control, prioritizes privacy, and enables innovation to flourish. FOSS-based technologies safeguard users' rights, allowing communities to build systems that work for them, rather than being controlled by corporate interests.

Decentralized and Federated Services

Decentralized and federated services, such as Mastodon and Matrix, illustrate how FOSS can provide open, user-controlled alternatives to centralized platforms. These technologies ensure that communication, data, and digital collaboration remain under the control of users, emphasizing privacy, interoperability, and data sovereignty. In a world increasingly dominated by closed platforms, federated services offer a pathway to a fairer, more user-centered internet.

Empowering Communities Through Education

FOSS is not just about software—it's an educational movement. By providing free access to high-quality tools, FOSS enables individuals to learn, experiment, and innovate without the barriers imposed by proprietary systems. This democratization of knowledge nurtures a culture of continuous learning, giving individuals and communities the skills they need to thrive in our rapidly evolving digital world. From students in rural areas to technologists in urban centers, FOSS empowers people to take control of their digital futures.

Why Support DFF?

The DFF's efforts to promote software freedom create a lasting and positive impact on the global technological landscape. By encouraging the adoption of FOSS, we are driving a movement toward a more inclusive, transparent, and innovative digital future. By supporting the DFF, you contribute to a world where technology enhances freedom, protects privacy, and benefits society as a whole. Together with our sponsors and the global FOSS community, we are building a more equitable digital future for everyone.

Your partnership will help us organize impactful events, empower local teams, and spread global awareness of the critical role software freedom plays in today's world.

HOW YOU CAN HELP

Your sponsorship of the Digital Freedom Foundation will directly contribute to organizing educational events, providing resources to local teams, and fostering a global community of FOSS enthusiasts. Whether through financial support or in-kind donations, your contribution will have a lasting impact. Additionally, funding through the Earth Cause Charity earmarked for **DDF is tax-deductible under 501(c)(3)** in the United States, offering a financial benefit to your organization.

Explore our funding goals and tiers to find the perfect fit for your organization and join us in making a significant impact on the future of digital freedom.



PRIMARY FUNDING GOAL

Financial Support Promotion Packs

Description: Local teams love it when their event can show some nice visuals or hand out interesting swag. Donations earmarked to create promotional packages (e.g. for SFD) will be used to enable sending out packages to teams who register in time.

Sample promotion packs can contain:

- 1 banner flag (2'5" x 6' or 75 cm x 175 cm)
- 2 quality T-shirts
- 50 stickers
- 10 pencils
- 10 balloons
- 2 USB sticks

Goal

- Create Promotional packages for predefined number of teams.
- Encourage teams to register early.

Benefits for sponsor

- Brand awareness — placement of brand on DFF supporters page as long as the support is offered
- Perks-wise: tier accordingly to yearly donation amount.

Estimated cost

- Ordering perks for 100 teams (=target), would cost around \$10.000 (US). This includes custom print and shipping to all locations.
- This cost can come from 1 or multiple sponsors.

FUNDING GOAL #2

Media and Promotion



Description: During two phases, we need to make noise about Software Freedom Day:

- During the preparation phase (4 months prior), we need to remind people to start preparing for their Digital Freedom Events. The target audience here is the community of people who care about FOSS and are part of active groups. These can be dedicated groups like hackerspaces, GNU/Linux User Groups, or enthusiastic individuals in schools, companies, or organizations.

Goal: activate teams

- During the launch phase (weeks prior to the event), we need to make noise to the wider communities in the areas where teams organize events. Here we need to advertise broadly and strongly rely on the local embedding of the teams.

Goal: Advertise broadly to reach new people

Benefits for sponsor

- Perks aligned with Nine Bit Tier (unless differently negotiated)

Estimated cost

- Cost of publication

FUNDING GOAL #3

Prizes and Competitions



Description: Challenge teams to achieve specific goals to win a prize.

Goal

- Encourage teams to register early
- Encourage teams & members to actively participate in the community
- Create a community feeling

Benefits for sponsor

- Perks-wise: aligned with 75% of sales price of the product
- Promotion of an interesting product (page of challenge)

Estimated cost: Cost of device

Requirements

- The prize must be aligned with the values of the event.
- Applications and devices need to be run natively on GNU/Linux operating systems.
- Stand-alone devices must run open systems and adhere to open standards.

FUNDING GOAL #4

Tools & infrastructure DFF



Description: Offer free usage of infrastructure or tooling to keep our organization operational.

Goal: Facilitate organization of the DFF based events

Estimated cost: Cost of service

Benefits for sponsor

- Perks: aligned with 75% of the price of the service on yearly basis

Requirements:

- The tool must be aligned with the values of the event. Cloud services need to be based on a Free Software License (according to the FSF).
- Stand-alone devices must run open systems and adhere to open standards.



FUNDING GOAL #5

Financial Support operations DFF



Description: Donations earmarked to pay for operational costs of DFF (paid services, expenses, ...)

Goal

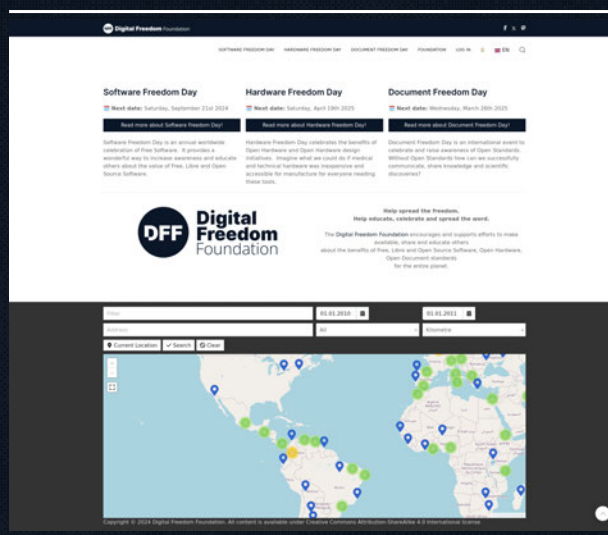
- Facilitate organization of the DFF based events and operational logistics

Benefits for sponsor

- Perks: tier accordingly to yearly donation amount.
- Recurring sponsors get awarded the perks for the amount donated x 125%

Estimated cost

- Yearly costs for GPL'ed software with updates and support: \$250
- Yearly cost for domain name registration: \$35 x 5 domains = \$175



NINE BIT TIER

< \$512



Description:

- Your organization name and alignment with the cause get mentioned on the page for the upcoming year
- You get mentioned on our channels of publication (social media, mailing list, chat)
- Competitions have their own page, containing link to prize
- Heart-felt gratitude for your support.

TEN BIT TIER

< \$1,024



Description:

- **All Nine Bit Tier benefits**
- A link to your product (magazine, prize, ...) on sponsor site

TWELVE BIT TIER

< \$4,095

Description:

- **All Ten Bit Tier benefits**
- You can add a sticker pack to the promotion packs (10 stickers — 2" x 2")
- A two-minute video the sponsor page
 - *On a topic in line with the values of the event*
 - *Video stored on PeerTube under CC-BY-ND 4.0*

THIRTEEN BIT TIER

< \$8,912

Description:

- **All Ten Bit Tier benefits**
- You can add a sticker pack to the promotion packs (50 stickers 2" x 2" or 10 stickers 4"x4")
- A 15-minute talk on our sponsor page
 - *On a topic in line with the values of the event*
 - *Video stored on PeerTube under CC-BY-ND 4.0*

FOURTEEN BIT TIER

\$8,192 or more

Description:

- **All Thirteen Bit Tier benefits**
- Your logo in the footer of the event landing page during 1 year
- An online interview about your commitment to FOSS on our sponsor page
 - *Video stored on PeerTube under CC-BY-ND 4.0*



CONTACT US



Ready to join us in promoting digital freedom?
Contact us today to learn more about how you can make a difference!
funding@digitalfreedomfoundation.org

Credits

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