

RUBY CENTRAL

Major Donor Program

Enriching the Ruby community through sustainable open source development, connecting our community through events, and supporting the professional development of Ruby programmers.



HELLO FROM RUBY CENTRAL

Foreword From The Executive Director

FOREWORD FROM THE EXECUTIVE DIRECTOR

Since 2001, we have been supporting the Ruby community by organizing conferences and supporting our shared package management infrastructure.

The last few years have been challenging for all of us Rubyists, but especially those of us who produce in-person events like RubyConf and RailsConf. Between canceling some events, moving some to states safer for our attendees, and experimenting with hybrid events, we have learned a lot.

Organizationally, this time since 2019 has also been a time of great change, including:

- *Merging with Ruby Together and to steward maintenance of Bundler and RubyGems*
- *Building team expertise in event production, sponsorship sales, marketing, and finances*
- *Experimenting with conference formats by including more in-person group programming time and hackerspaces, as at RubyConf 2023*
- *Hiring our first full-time open source employee to work on security for Bundler and RubyGems, sponsored by AWS*

Today, we are producing profitable conferences again, being awarded more open-source funding than ever before, advancing the open-source projects we steward, and producing more engaging conferences with a stronger events team. These and a million more reasons are why we feel so optimistic about the future of the Ruby Community.

And so for the first time in our long history, we are turning to the leading companies in our community to ask for major financial partnership. While we've previously secured sponsorship only for events, we are moving towards inviting leading companies to partner with us across the entire Ruby ecosystem as we support a wide array of initiatives benefiting Rubyists and Ruby-focused businesses..

Please read on to hear more about the exciting things we have planned for 2024 and beyond, made possible with your support. And please don't hesitate to contact me to talk in more detail.

Thanks in advance for your support and for being a leader in the Ruby community, the best developer community around.

Warm regards,

Adarsh Pandit

Adarsh Pandit

Executive Director (2023-present)
Board Member of Ruby Central and
Ruby Together (2016-2023)
Ruby Developer (2011-present)

Email

adarsh@rubycentral.org
sponsorship@rubycentral.org (Tom)

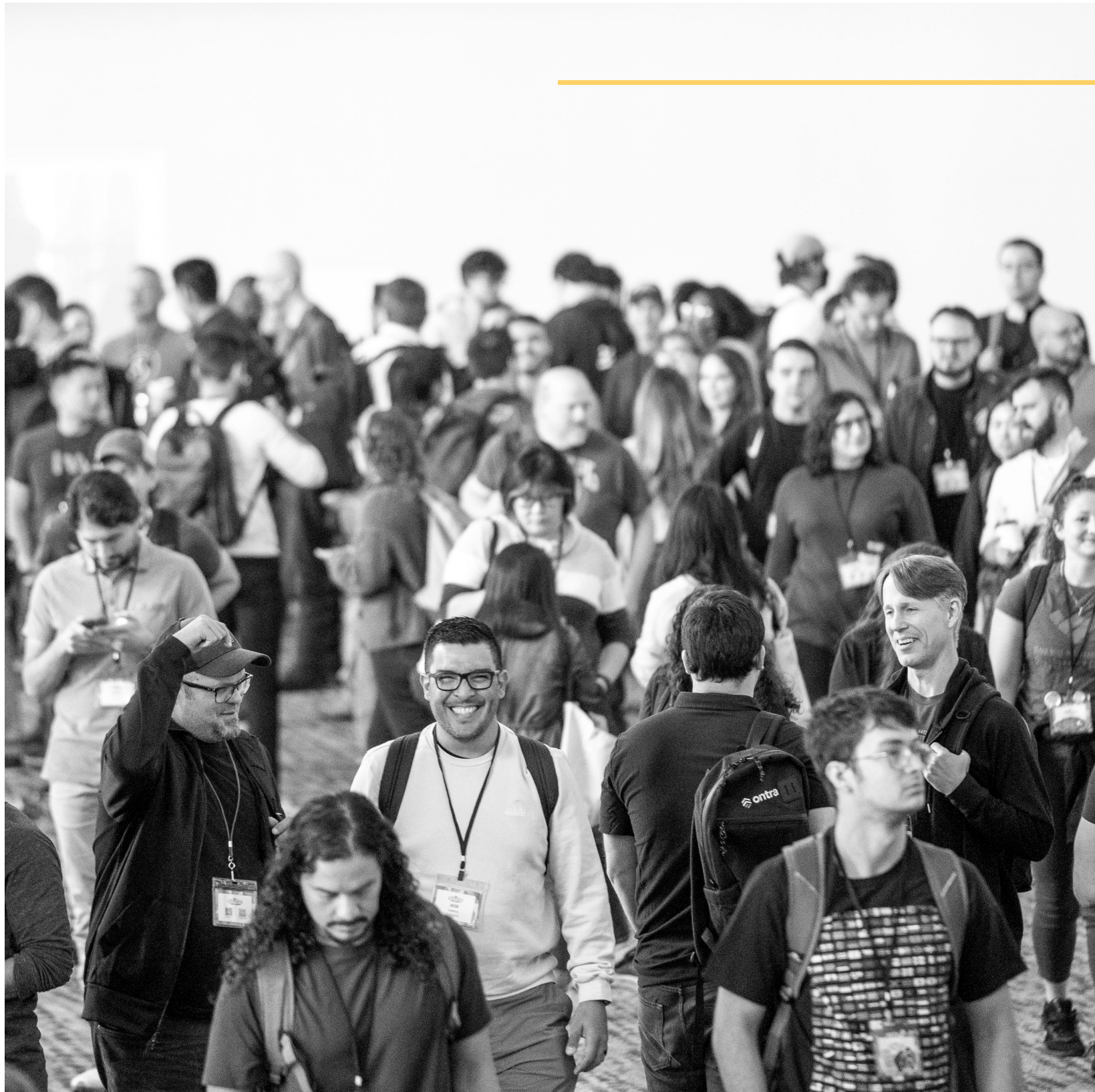
Phone

+1 213 349 8435 (dialpad number)

Book a Time

Scan to book a Calendly appointment





MISSION AND LEADERSHIP

Enriching the Ruby community by supporting sustainable open source development, connecting our community through events, supporting the professional development of Ruby programmers, and growing the number of Ruby jobs.

MISSION

TEAM | DIRECTORS



**ALLISON
MCMILLAN**
Board Member



**BEN
GREENBERG**
Fundraising Committee



**CHELSEA
KAUFMAN**
President



**DAVID
CORSON-KNOWLES**
Treasurer



**KINSEY
DURHAM GRACE**
Secretary



**UFUK
KAYSERILIOGLU**



**VALERIE
WOOLARD**
Vice President

TEAM | STAFF



**ADARSH
PANDIT**
Executive Director



**ALLY
VOGEL**
Operations
Administrator



**DIESHA
COOPER**
Chief Financial Officer



**IRENE
KANNYO**
Marketing Manager



**TOM
CHAMBERS**
Sponsorship Manager

TEAM | OPEN SOURCE



**ANDRÉ
ARKO**
Head of Open Source



**ARUN
AGRAWAL**
RubyGems.org



**BRITTANY
FRITSCH**
UX & PM



**COLBY
SWANDALE**
RubyAPI
& RubyGems.org



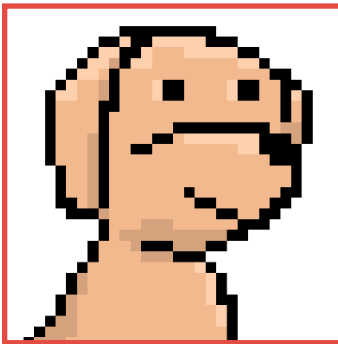
**MARTIN
EMDE**
Bundler & RubyGems



**SAMUEL
GIDDINS**
RubyGems.org



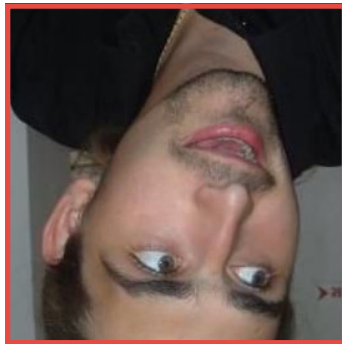
**DAVID
RODRÍGUEZ**
Bundler & RubyGems



**ELLEN MARIE
DASH**
RubyGems



**GIFT
EGWUENU**
RubyGems



**JOSEF
ŠIMÁNEK**
RubyGems.org





Recent Milestones at a Glance

163 BIL.

GEM DOWNLOADS WITH
NO MAJOR OUTAGES SINCE 2013

\$657K

IN OPEN SOURCE
FUNDING RECEIVED OR
AWARDED IN 2023,
\$2.05 MILLION ALL TIME

800

ATTENDEES AT
RAILSCONF
ATLANTA IN 2023

580

ATTENDEES AT
RUBYCONF
SAN DIEGO 2023

NEW FUNDING PARTNERS ONBOARDED

AMAZON WEB
SERVICES

ALPHA-OMEGA
FOUNDATION

(Part of the Linux Foundation)

CONTRIBUTED
SYSTEMS, INC.

(Home of Sidekiq)

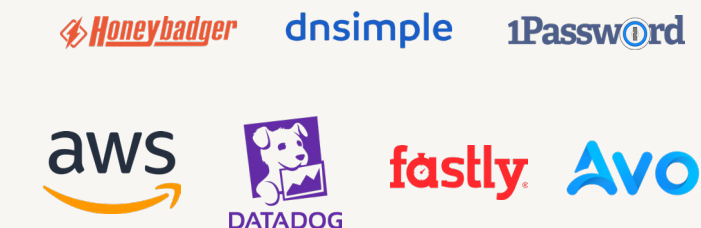
PREMIERED
COMMUNITY DAY
AT RUBYCONF
FEATURING:
PAIR-PROGRAMMING
OPPORTUNITIES,
HACK DAY, AND
MORE

HIRED 1 *FULL-TIME*
SECURITY ENGINEER
IN RESIDENCE

Funding Partnerships



MAJOR FUNDING PARTNERS



TECHNICAL SPONSORS

Shopify • AWS • The German Sovereign Tech Fund (STF)

29 other companies, including Zendesk and Contributed Systems, the company behind Sidekiq

175 individual Rubyists contributing a combined total of \$12.3K/month

SUSTAINING MEMBERS

TESTIMONIALS



“The Sovereign Tech Fund contracted with Ruby Central to strengthen RubyGems as part of STF’s pilot round, and then contracted additional work to provide improvements to the Ruby packaging ecosystem.

We are happy to see the significant progress that the team at Ruby Central is making to improve this critical digital infrastructure.”

FIONA KRAKENBÜRGER

*Co-Founder,
Sovereign Tech Fund*

“Shopify is a long-time partner of Ruby Central, sponsoring Ruby Central hosted conferences, funding the Ruby Shield initiative, and contributing to Ruby Central’s open source; all of which go directly towards supporting Ruby Central infrastructure, activities and initiatives. Shopify is excited to work with Ruby Central so that Ruby and Rails can continue to thrive and be tools which easily scale for every company who uses them.”

**RAFAEL MENDONÇA
FRANÇA**

*Principal Engineer,
Ruby & Rails Infrastructure at Shopify*

“Alpha-Omega is very pleased to add RubyGems to our community of funding recipients. Their decision to create a security-minded culture by hiring a dedicated security engineer will have a significant impact on the entire Ruby community. We’re looking forward to continued work with Ruby Central to catalyze open source security.”

MICHAEL WINSER

*Technical Strategist for
Alpha-Omega*

“AWS and our customers depend on RubyGems to install and build Ruby packages, including the AWS SDK for Ruby. Through our funding of the RubyCentral security residency and projects such as Trusted Publishing for RubyGems.org, AWS is proud to support the work to improve software supply chain security for everyone who builds and uses Ruby applications. RubyCentral and their resident security engineer’s proactive leadership in addressing critical security issues is much appreciated.”

HENRI YANDELL

*Sr. Principal
Open Source at
Amazon Web Services.*

“As both the organizers behind Ruby's biggest community events and the maintainers of RubyGems, Ruby's shared Open Source infrastructure, I support Ruby Central because their work is fundamental to a healthy, vibrant Ruby community.”

MIKE PERHAM

Creator of Sidekiq





WHAT ARE RUBYGEMS AND BUNDLER?

RubyGems & Bundler provide the main library and software package management tools for the Ruby programming language, included with every copy of Ruby in the language's standard library.

RubyGems.org hosts publicly available software packages (called "gems"), enabling developers to integrate new functionality into their projects quickly and easily, while Bundler downloads and installs the exact gems and versions needed for a given project. Using RubyGems and Bundler, hundreds of thousands of Ruby developers download billions of gems per month from RubyGems.org.

RubyGems & Bundler

WHY ARE THEY IMPORTANT?

The Ruby programming language and the Ruby on Rails framework are widely used today, partly thanks to their flexibility. They are a crucial resource, used by GitHub, Stripe, Shopify, Kickstarter, Twitch, Airbnb, and many other publicly-traded companies. There are many open source projects that use Ruby or the Ruby on Rails framework as well.

All of these applications rely on the smooth functioning and security of Bundler and RubyGems.

Popular Examples:

Discourse

Platform for online discussion forums

GitLab

Web-based Git repository manager

Jekyll

Static site generator

Mastodon

Free, decentralized, and open-source social network

Spree Commerce

Open-source e-commerce platform
(>1.5 mil. downloads)

Metasploit

Industry-standard security research tool

Homebrew

The most popular package manager for MacOS

Code.org

a popular computer science education curriculum

A failure of the RubyGems servers or Bundler losing functionality would have a major impact worldwide.

By maintaining the hosting platform for gems, they improve software production security and help protect the Ruby ecosystem from threat of supply chain attacks. These two tools are therefore critical infrastructure, not only for the developers who use them, but for countless public and private services used by hundreds of millions of people every day.

There are a multitude of examples of how the RubyGems team have been able to address security threats and prevent attacks. Recent examples include:

- *Our security team conducted a swift investigation of the RubyGems.org application and the complete contents of all gems to ensure RubyGems was not vulnerable to, or a vector for, the xz/liblzma backdoor*
- *We fixed 4 CVEs in RubyGems in the last 2 years, along with numerous security-related bugs that qualified for a bug bounty*
- *The security team regularly scans uploaded gems and remediates abuse, typosquatting, spam, dependency confusion and malicious gems*
- *The team identified and quickly remediated a threat to the availability of RubyGems.org caused by a security researcher unknowingly flooding the service, maintaining uptime with no more than a slight increase in error rates.*
- *Removed and blocked of mass uploaded “spam” gems for the manipulation of a crypto proof of*
- *Contribution scheme before any impact on the ecosystem was felt*





HOW WE HAVE DONE IT

We have been fortunate to be able to continue operating our events and software infrastructure through challenging times by operating lean and deploying resources strategically.

Operating Lean To Date

OPEN SOURCE SOFTWARE

History

Since 2014 when Ruby Together was formed, developers have been consistently paid to work on Ruby's package management infrastructure, including RubyGems and Bundler.

After Ruby Together merged with Ruby Central in 2019, we have continued to pay our developers from individual membership donations and surplus funds from our conference events.

After Ruby Together merged with Ruby Central in 2019, we have continued to pay our developers from individual membership donations and surplus funds from our conference events.

Current State

We now have eight developers consistently being paid for their work on Bundler and RubyGems including follow-the-sun global support.

In collaboration with AWS, Ruby Central has a full-time Security Engineer in Residence, ensuring the security of the Ruby software supply chain.

Funding now comes from Shopify, the German Sovereign Technology Fund, Alpha-Omega, and AWS.

COMMUNITY EVENTS

History

Ruby Central was formed to organize the first RubyConf, which took place in the fall of 2002 in Seattle. We have hosted a RubyConf every fall since, including 2020 which we held virtually and features an opening video with our directors in makeshift spaceships.

We organized the first RailsConf in 2006, just as the framework itself started, in Chicago. We have hosted a RailsConf every spring since, including 2020 which was also held virtually, with an opening video keynote from Aaron Patterson.



SCAN TO VIEW
2020 OPENING VIDEO



SCAN TO VIEW KEYNOTE
FROM AARON PATTERSON



SUSTAINABLE OPERATIONS

With major support from organizations like yours, we can ensure these existing programs have healthy futures and we can plan with more foresight and strategic direction.

Plans For 2024

OPEN SOURCE SOFTWARE

With our new OSS funding partners, we have been able to expand our development work from basic keep-the-lights-on maintenance/support to implementing much-needed security features, beginning a formal security audit, and adding organization-level accounts.

We aim to expand our support of the Ruby ecosystem from maintaining the RubyGems.org service, to include security improvements for the gem packages in the ecosystem.

We are adding support for secure builds in trusted environments, publishing gems with secure short-lived credentials, increasing visibility into gem contents, and improving the trust and verifiability of the most important gems.

Additionally, we are improving the administration of our open source work by introducing a new CFO to guide our team in financials, compliance, and sustainability.

We will continue to play a role in shaping future software security policy and coordinate with other package ecosystems and open source software foundations to ensure shared best practices and industry standards that promote security and usability.

COMMUNITY EVENTS

HOW COMMUNITY EVENTS BENEFIT DEVELOPERS

LEARNING AND PROFESSIONAL DEVELOPMENT

- Exposure to new technologies and staying abreast of trends
- Honing the craft of software development
- Learning non-technical skills, especially regarding entering management or improving as a leader

EXPANDING YOUR NETWORKS

- Future job or employee prospects
- Future startups co-founders
- More Rubyists to bounce ideas off of who have war stories & have seen different problems

GIVING OPPORTUNITIES TO SPEAK AND SHOWCASE WORK

PROVIDING FUN AND INSPIRATION IN A WAY ONLY THE RUBY COMMUNITY CAN!

HOW COMMUNITY EVENTS BENEFIT COMPANIES

RECRUITING

- As your employees represent themselves (and your company) well, they find potential good teammates

BRAND MARKETING AND AWARENESS

- From selling your product to trying to hire
- Up a new team

PRODUCT MARKETING TO DEVELOPERS

LOOKING FORWARD

RUBYCONF 2024

- We will continue to host RubyConf as our flagship conference in the fall each year.
- The founder of the Ruby programming language, Yukihiro Matsumoto, will join us in person to keynote the conference for the first time since the pandemic started.

REGIONAL CONFERENCES

- Over the last year or so, we have seen a number of smaller regional conferences begin or resume events.
- We plan to begin supporting these events financially, logistically, or a combination of both.

MEETUP NETWORK

- Starting at RubyConf 2023, we began meeting with local Ruby meetup organizers, listening to their needs and helping them connect with one another.
- This year in 2024, we plan to support Ruby organizers by continuing to create space for organizers to regularly meet, paying for a meetup.com subscription, helping develop a directory of all meetup groups worldwide, and developing a manual for how to start/grow a local meetup.

RAILSCONF '25 & BEYOND

- In 2025, we will host the final RailsConf in its current format.
- We are iterating on the RailsConf experience as we redefine the event's focus and examine the new trends within the community... stay tuned!



Fundraising Goals & Future Plans

OUR COMMITMENTS

EXPANDING OSS FUNDING TO ENABLE...

- Adding additional security and features for RubyGems and Bundler, like organization-level accounts.
- Supporting Ruby Core and other Ruby distributions.
- Supporting gem maintainers by sharing our expertise with other package management systems and learning from them.

SUPPORTING RUBY JOB GROWTH

- Business Support
- Supporting the creation of new Ruby-focused businesses (help find ways to support VC and bootstrapped businesses, a Ruby Central business investment fund).
- Opening Core businesses which generate revenue and share their source code.

GROWING THE NUMBER OF SKILLED RUBY DEVELOPERS

- We'll prioritize Ruby education and career growth through partnerships with bootcamps, universities, and job platforms. Our aim is to advance the language and grow it by welcoming diverse perspectives to ensure its vitality.
- RubyConf and RailsConf events will continue to facilitate sharing new technologies and updated information catering to a wide range of audiences — from early career to senior engineers — fostering innovation. Sponsors can showcase updates and innovations to a large community, enhancing collaboration and knowledge exchange.
- Job fairs at our events will continue to facilitate connections between sponsor companies, industry professionals, and potential partners, fostering collaborations and business opportunities beyond recruitment, while enabling employers to stay attuned to workforce dynamics.

PROFESSIONAL DEVELOPMENT FOR DEVELOPERS

- Resume review
- Mock interviews
- Educational material support
- Headshots at in-person events
- Job fairs
- Job board
- Scholarships for students and underrepresented Ruby community members.

REVITALIZING THE RUBY MEETUP NETWORK

- Creating community meeting space for organizers
- Creating a central directory for global Ruby meetups
- Paying for the meetup.com subscription for local organizers to lessen their financial burden

REGIONAL US CONFERENCES

- Financially supporting organizers

SUPPORTING INTERNATIONAL CONFERENCES

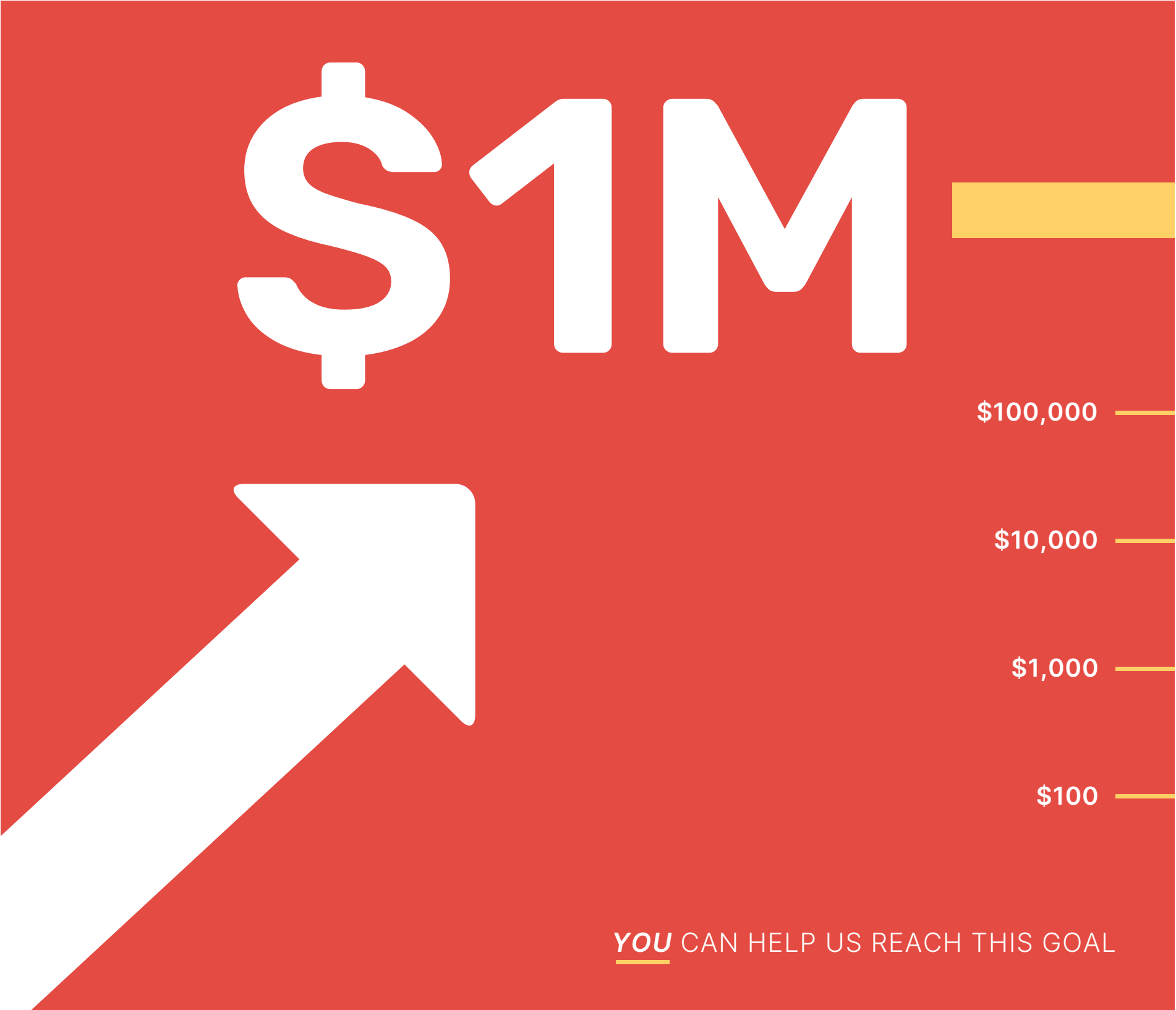
- Financially supporting organizers

SUPPORTING INTERNATIONAL CONFERENCES

- Sponsoring newsletter subscriptions (Ruby Weekly, Short Ruby Newsletter)
- Sponsoring podcasts (Ruby on Rails Podcast, Rooftop Ruby, Ruby for All)

OUR FINANCIAL GOAL

The
Partnership
We Need
To *Do It*





Ruby Central's financial resilience and adaptability has been demonstrated over the past years, especially in navigating the challenges posed by the global COVID-19 pandemic since 2020.

Our recent merger with Ruby Together and our initiation of strategic partnerships have marked significant milestones in our financial journey.

We've seen a notable increase in funding for open source programming, which has contributed to a healthier financial state. The introduction of a CFO in 2024 also exemplifies our dedication to financial discipline and strategic planning.

We estimate our 2024 budget at \$2.5 million with \$1.3 million going toward our conference expenses. In the past we have been able to cover a significant portion of our conference expenses with ticket sales. Post COVID-19, we are relying on generous donors and sponsors to cover nearly half of conference expenses so that we can continue to provide access to in-person events.

Our open source development program has raised over \$1.2 million in funds for the calendar year 2024 and has assigned every dollar to critical work to strengthen the Ruby programming language.

We anticipate the need to double or triple this annual fund in order to continue this vital work.

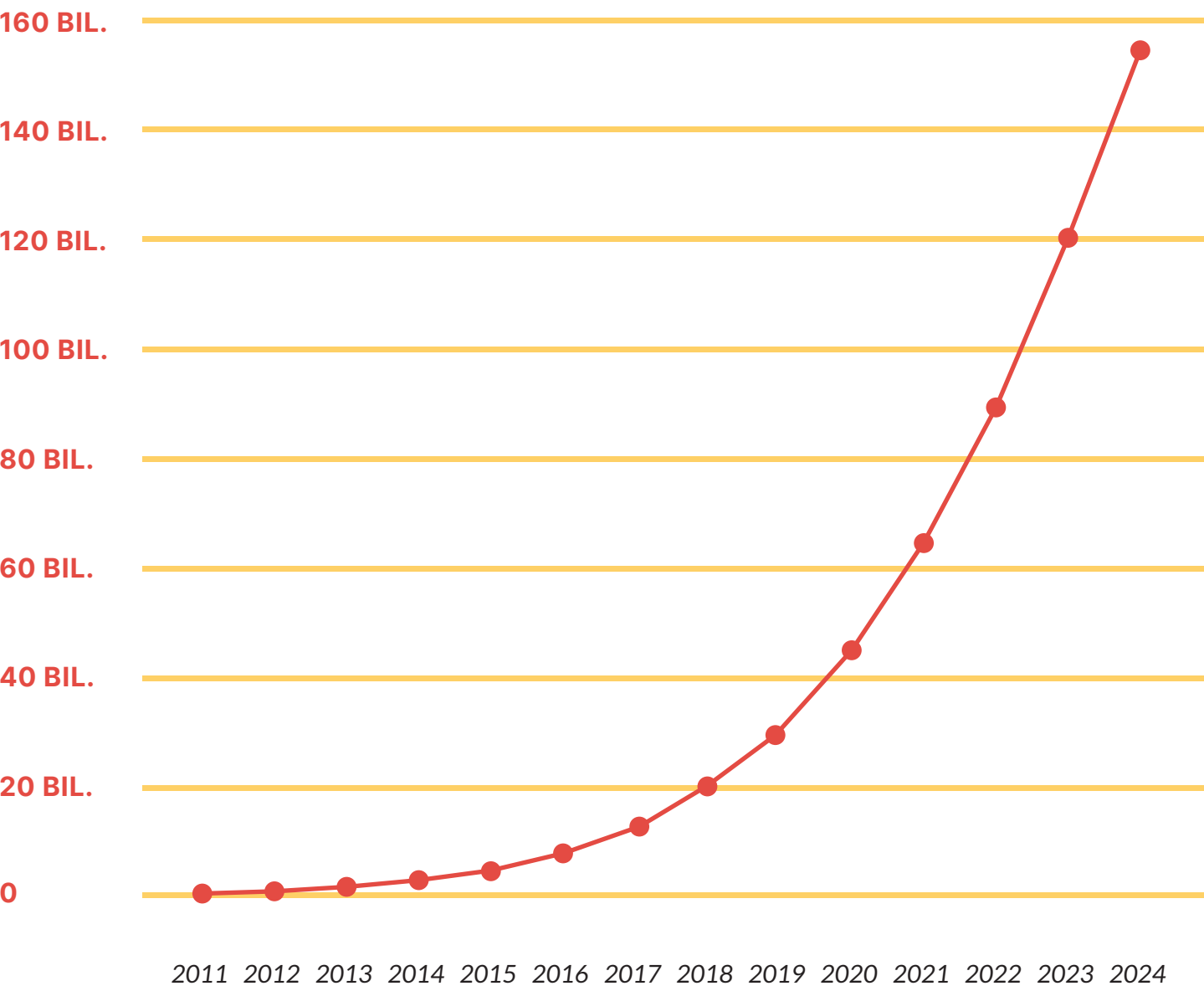
Financial Overview

OVERVIEW

This graph shows a snapshot of cumulative gem downloads each year from 2011 to January 2024. Yearly downloads have grown year over year, every year since our data began.

Maintaining this costs time (we fund a 24/7 on-call rotation to ensure someone is available to troubleshoot issues at any time) and money (we spend roughly \$45,000 - \$55,000 on developer work per month)

RUBYGEMS.ORG CUMULATIVE DOWLOADS



Download count on or around January 1st of year

MAJOR GIFTING BENEFITS

Organizational Benefits

	Ruby <\$250,000	Gold \$100,000	Silver \$50,000
Logo on Ruby Central.org Company logo displayed on rubycentral.org webpage (listed based on tier)	●	●	●
Highlight in conference Attendee email highlight of sponsor content in the attendee emails sent to all registered attendees	●	●	●
Press Release Joint press release to be co-written by Ruby Central and sponsor announcing the sponsorship	●	●	●
Support Level Badge An icon to display your support for Ruby Central & your level	●	●	
Educational Materials Discounted access to popular Ruby & Rails training materials (books, videos & etc)	●	●	
Message to the meetup.com Network	●	●	
Meet with the Executive Director Opportunity to meet with Ruby Central Board of Directors to discuss a topic of your choosing. The health & sustainability of our community is important to many organizations and we want to make sure community needs are heard and noted	●		

MAJOR GIFTING BENEFITS

Event Benefits

	Ruby <\$250,000	Gold \$100,000	Silver \$50,000
RubyConf & RailsConf event sponsors' package benefits Organizational Sponsors will receive commensurate event sponsorship packages to all of our events (e.g. Ruby Organizational sponsors receive Ruby Event Sponsor Packages for each event). To find more details on what is offered, please refer to rubyconf.org/sponsors or railsconf.org/sponsors . Add-ons can be negotiated with additional cost.	Ruby Level	Gold Level	Silver Level
RubyConf / RailsConf social media promotion Promotion of sponsorship on @railsconf @rubyconf X/ Twitter, Mastodon and LinkedIn accounts. # of posts dependent on tier.	Ruby Level	Gold Level	Silver Level

Ruby Gems & Bundler Benefits

	Ruby <\$250,000	Gold \$100,000	Silver \$50,000
Meet-up with Ruby Gems directors Opportunity to meet with the Ruby Gems team to discuss technical aspects of Ruby & Rails or feedback you may have or just a Q&A with the directors and team.	●	●	●
OSS team support Receive assistance in your organization/company's projects utilizing Ruby Gems / Bundler team member support	●	●	●

CALL TO ACTION

In addition to the benefits listed previously, there are so many reasons to support Ruby Central:

- *Powering the team behind Ruby Gems and Bundler. Ruby Gems and Bundler are essential for maintaining and creating Rails and Ruby applications. Many of the world's largest software companies rely on the Ruby language and Rails framework to power their businesses.*
- *Fostering the Ruby Community. The Ruby Community has always been known as the one of the most welcoming programming communities in the world. Developers leave our conferences feeling reinvigorated, more knowledgeable, and excited to write code.*
- *Supporting a Diverse Workforce. Ruby Central works to promote and foster diversity through programs like the Scholar and Guides Program.*
- *Helping shape the future of the Ruby language.*
- *Tapping into hireable talent that can hit the ground running.*

WANT TO TALK?

Contact Us

Email

adarsh@rubycentral.org
sponsorship@rubycentral.org (Tom)

Phone

+1 213 349 8435 (dialpad number)

Book a Time

Scan to book a Calendly appointment



DESIGNED BY FLAGRANT